35 Cents

31ST YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 20, 1961

J. Walter Thompson still top radio-tv agency; Bates moves to second in top fifty 27

Computer, qualitative methods of media buying hold attention of eastern AAAA . . 50

In Detroit, television is really all right, car capital spokesmen tell TvB 60

Tv networks have a Jan. 9 date in Washington with an FCC loaded with questions 86

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C'MON UNDER

Under the shelter of a single, all-embracing KPRC-TV sales plan. Programs, spots, participations — every kind of television you need, all through *one* source: KPRC-TV, Channel 2, In Houston, Texas. All through *one* man: Your Edward Petry & Co. representative. And all paid for with *one* easy-to-handle monthly payment. One station, one man, one payment — that's the *one* modern way to buy Houston television.

P.S. A friendly KPRC-TV representative is waiting for your call.

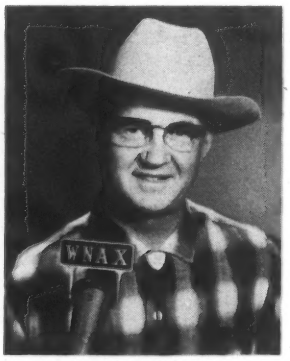
KPRC-TV

HOUSTON, TEXAS CHANNEL 2

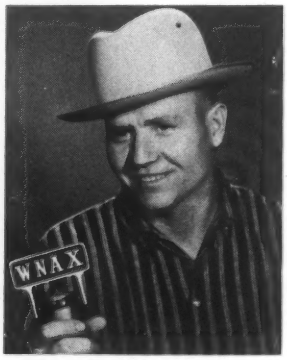
"One station, one man, one monthly check to pay — that's the modern KPRC-TV way!"

Courtesy of Travelers Insurance Companies, Hartford 15, Connecticut

KNAU



GERMAN



HANSEN

WNAX-570 FOREMOST IN FARM SERVICE

In WNAX Big Aggie Land—farmers just naturally turn to WNAX-570 for authentic farm information. They know they'll get the complete story whether it be weather, markets or farm news.

Farm advertisers, too, know they can reach and sell upper midwest farmers through the medium of regional radio WNAX-570. WNAX is able to produce results that spell r-e-n-e-w-a-l.

18½ hours of farm programming per week, backed by expert knowledge and know-how of Craighton Knau, Farm Director; George B. German, Inquiring Farm Reporter; and Lyle Hansen, Farm Advisor, reaches farm families in five rich agricultural states every day.

See your Katz Man—he'll give you details on how the WNAX-570 Farm Service Department can sell for you effectively.

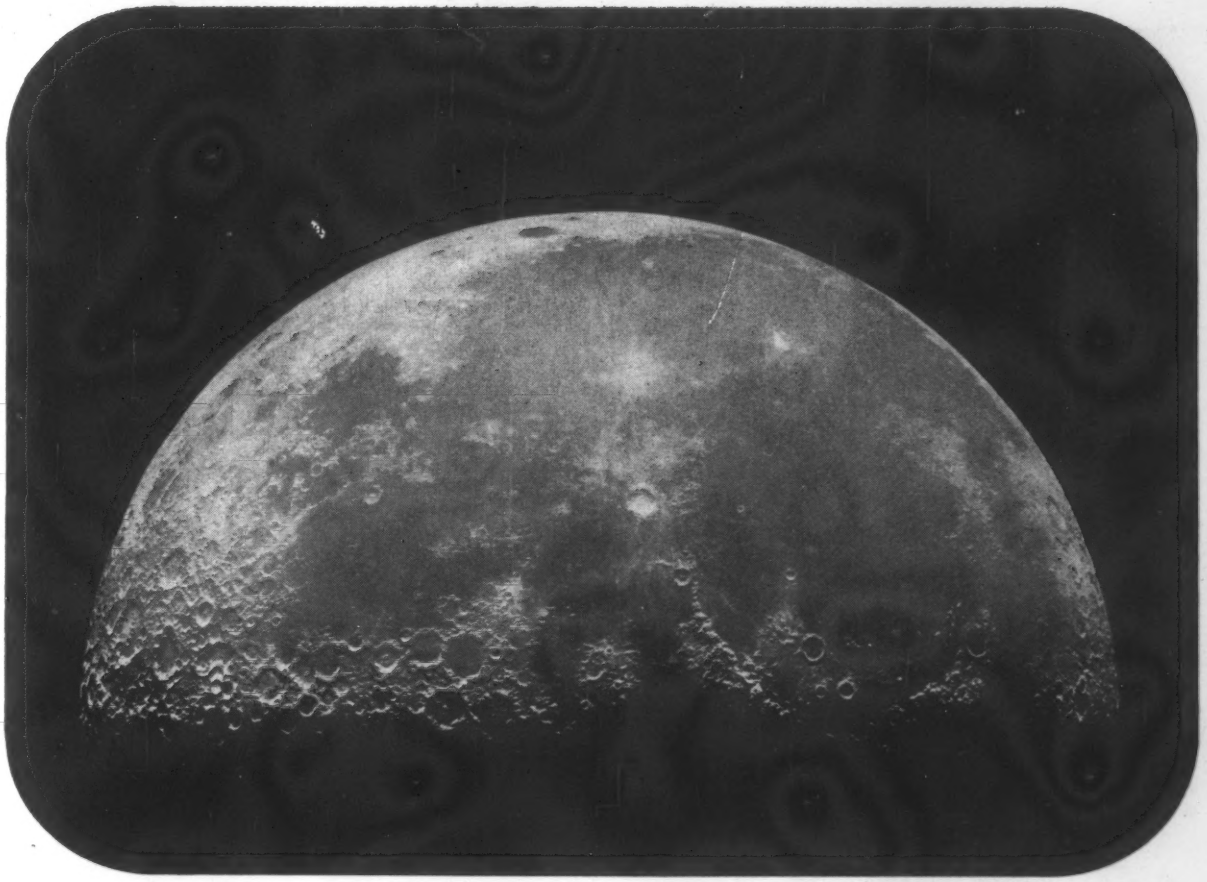
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Yankton, South Dakota
Represented by Katz

PEOPLES BROADCASTING CORPORATION

WNAX	Yankton, South Dakota
KVTV	Sioux City, Iowa
WGAR	Cleveland, Ohio
WRFD	Columbus-Worthington, Ohio
WTTM	Trenton, New Jersey
WMMN	Fairmont, West Virginia



BRINGING THE MOON INTO FOCUS

How far is it to the moon:
in miles?
in years of work?
in dollars spent?
in people employed?
in acres of new industry and homes?

The answer to the first question is simple—238,857 miles. The answers to the others aren't quite that easy or exact.

Last August, The White House announced Cape Canaveral would serve as the launching site for Project Nova . . . the space program that plans to put an American on the moon before the dawn of a new decade.

Thursday, November 9, WCKT presented "The Lunar Boom", 8:30 - 9:30 in the evening. WCKT News Teams had toured the state with cameras and news gathering facilities — brought back the pictures and statements that tell the story of promise and expectation, reality and speculation. WCKT News brought Florida's moon boom into focus . . . Another WCKT Documentary serving community needs through "New Force" journalism —citizenship and showmanship.

BISCAYNE TELEVISION CORPORATION

WCKT - Channel 7 • Miami • WCKR - Radio 610

REMEMBER WHEN ?

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available to only a few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

WDOK to Transcontinent

Negotiations for acquisition of WDOK-AM-FM Cleveland by Transcontinent Television Corp. for $1.4 million were completed last week, subject to usual FCC approval. Frederick C. Wolf, owner and manager of WDOK, will continue in management capacity under TTC ownership. WDOK, MBS affiliate, operates on 1260 kc with 5 kw and WDOK-FM on 102.1 mc. Transcontinent, of which David C. Moore is president, owns WGR-AM-FM-TV Buffalo; KFMB-AM-FM-TV San Diego; KERO-TV Bakersfield; WDAF-AM-FM-TV Kansas City and 60% of WNEP-TV Scranton. Transaction handled by R. C. Crisler & Co., Cincinnati.

Am station study

Moving cautiously, FCC last week instructed staff task force to undertake broad study of competition in am broadcasting with particular scrutiny of engineering standards and how they might be bolstered to preclude plethora of grants resulting in degradation of service and economic injury to established stations. Station over-population problem was raised recently by Commissioner Fred W. Ford who posed questions but admitted he didn't know answers and therefore urged study.

FCC is wary of arbitrary limitation of competition, since this would raise serious legal questions. Assignment is to re-evaluate engineering standards with view toward better service where needed but without degrading existing services. Majority is opposed to direct consideration of economic injury but thought is that indirect approach through engineering standards would obviate primary consideration of programming deterioriation through excessive competition. Exploratory study, with no deadline, was assigned general counsel, chief engineer and chief of broadcast bureau.

Color blockbuster

Color-conscious RCA is reported preparing new promotion for color tv that will be RCA's "most extended" to date. It's set to start on or about Feb. 5. RCA right now is reluctant to release details, but formal word may be expected in early December.

Ratings revisited

Quiet investigation of rating services now underway by staff of House Regulatory Agencies Subcommittee is designed as followup to report of American Statistical Assn's. Technical Committee on Broadcast Ratings (BROADCASTING, March 27). Among questions left unanswered in that report and expected to engage subcommittee's attention in hearings next year: how are ratings used by stations, advertisers and agencies and what is their effect on programming decisions? Potentially most explosive question, however, remains that of possible survey rigging by smaller firms in individual cities (CLOSED CIRCUIT, Oct. 30, Sept. 25).

FCC priorities

Here's unofficial schedule of priorities at FCC on pending policy considerations: (1) space satellites; (2) option time; (3) tv allocations (drop-ins, interim operation); (4) programming inquiry (includes network licensing or regulation; final phase to open Jan. 9); (5) multiple ownership.

Contingent sales out?

Contingent sales, whereby multiple owner with maximum holdings proposes to sell one outlet after he receives approval for acquisition of another, are headed for trouble. FCC plans shortly to initiate rulemaking proceedings to preclude maximum multiple owner from acquiring an additional outlet. He would have to be below seven-station limit before he could acquire additional outlet.

Rulemaking, of course, would not affect any pending cases involving maximum station holdings. Basis for new rulemaking is that contingent transactions encourage speculation, which FCC frowns upon.

Autumn lessons

Windup of NAB's Fall Conference series leaves this best guess for 1962 schedule—one-day agenda will be repeated. Series demonstrated fast-moving pace is popular. Another conference discovery—Gov. LeRoy Collins has become adept at fielding tough questions asked by delegates and newsmen.

HPL realignment

CBS Radio is implementing economy and decentralization move affecting 15-year-old Housewives Protective League programming and promotion operation, starting Jan. 1. Service, which has been directed from special HPL unit in New York, will be supervised by local CBS stations. In its heyday, HPL programming was carried on 14 stations and grossed more than $3 million. It is now on 11 stations, seven of which are CBS-owned and will continue HPL. Headquarters staff members in New York are expected to be absorbed into other departments.

Competitive satellite?

Sen. Russell B. Long (D-La.) and staff are conferring with White House and other administration officials preliminary to drafting legislation to provide for ownership and operation of U.S. communications satellite system. Sen. Long, whose Monopoly Subcommittee held hearings on subject (BROADCASTING, Nov. 13), is opposed to plan of FCC-created international common carriers committee; he feels it serves interest of committee members only.

Legislation he is contemplating, and for which he hopes to obtain President's support, would create privately owned but broadly based system (including radio-tv interests that want to participate), which would compete with existing carriers for international communications business.

Kaselow's MBS beat

Latest program innovation on Mutual which began yesterday (Nov. 19) is 10-minute "news specialty" conducted by Joseph Kaselow, New York *Herald Tribune* columnist who pioneered advertising as regular newspaper feature. While 10-minute program will be devoted principally to news of advertising world, it will be much more than that according to Robert F. Hurleigh, Mutual president. Format covers interviews with leading figures in advertising and, according to Mr. Hurleigh, will show "that there's more to advertising than Madison Avenue and gray flannel suits."

NAB Latin tour

Three-week goodwill tour of Latin America by members of NAB board has been arranged. Herbert E. Evans, president of Peoples Broadcasting Corp., Columbus, and NAB delegate to Inter-American Assn. of Broadcasters, has notified board members of itinerary, which begins Feb. 4 from Miami (following NAB board meeting) and concludes Feb. 25. First-class jet tour will accommodate about 40 and will include visits to radio and television stations, as well as sessions with United States and other officials. Itinerary covers Mexico City, Lima, Santiago, Buenos Aires, Rio de Janeiro, Brasilia and Panama. Tab per person, exclusive of meals (other than on planes): $1,395.

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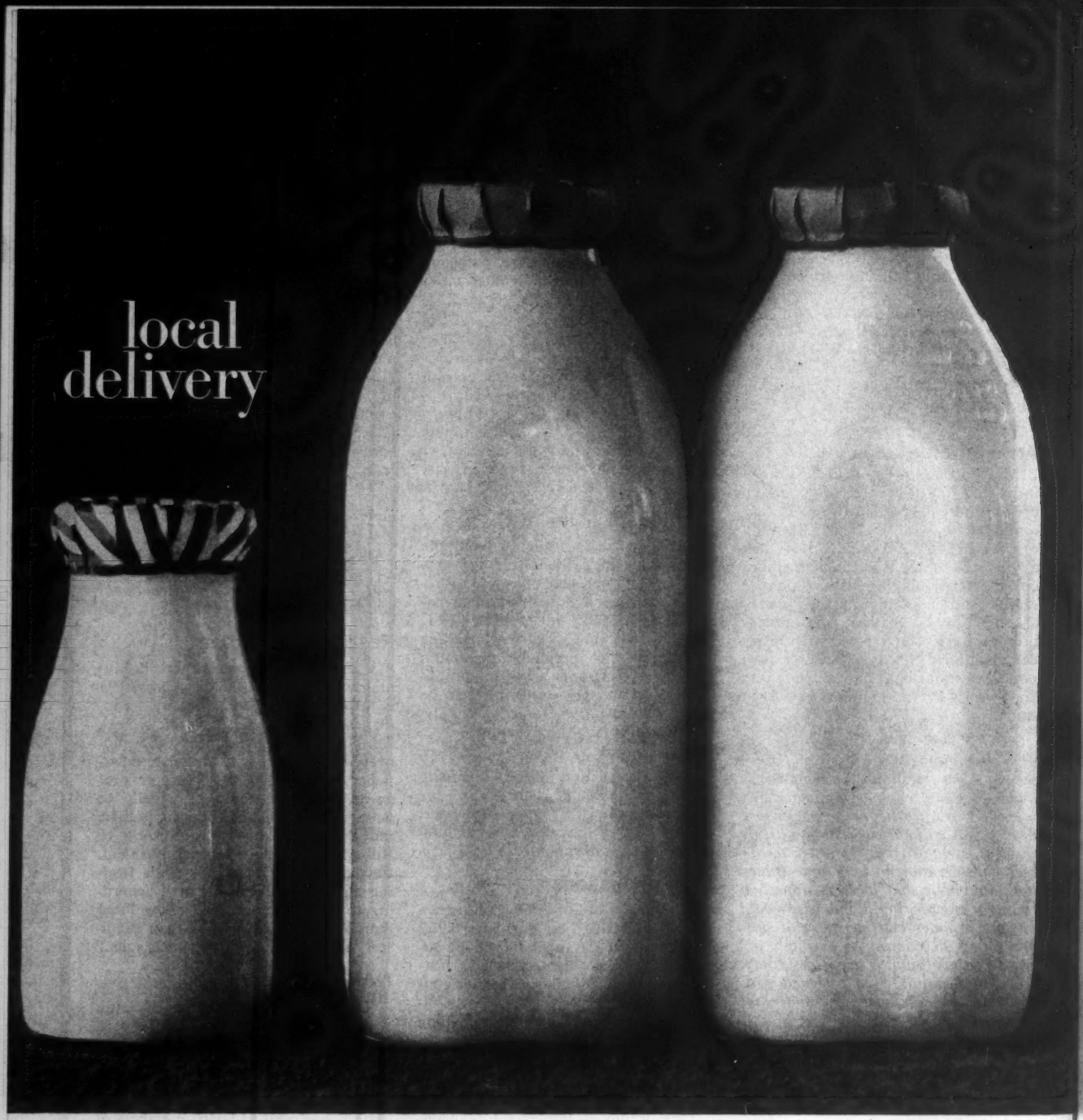
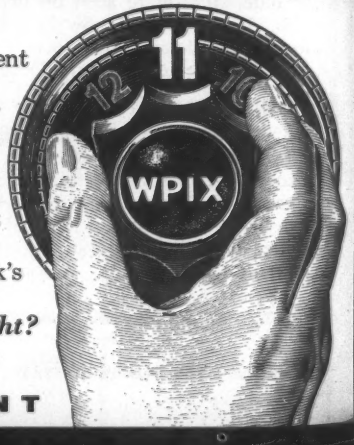


WPIX-11 services New Yorkers by delivering local news and special events with consistent excellence and dependability—as attested to by our six Sylvania Awards, two Emmy Awards, the Headliner Award and the DuPont Award. Over the years WPIX-11 has been the only New York Independent to provide live television news on a regular basis as part of its service to the community. One more important reason why WPIX is New York's prestige independent.

Where are your 60 second commercials tonight?



NEW YORK'S PRESTIGE INDEPENDENT

WEEK IN BRIEF

For the fourth straight year J. Walter Thompson Co. is the leading agency in broadcasting billings—$125 million in radio and tv, according to BROADCASTING's annual survey of leading agencies. Ted Bates is second. See . . .

JWT, BATES LEAD AGENCIES . . . 27

Best spot tv buy of the year is mid-winter, when some advertisers take a rest, according to a leading representative firm. The custom makes no sense in tv, it's explained, because audiences are at a peak. See . . .

BARGAIN TIME FOR SPOT TV . . . 58

Maybe some of the carping criticism of tv is backfiring, drawing support for the medium. At least, the idea arises out of comments by speakers at meeting held last week by Television Bureau of Advertising. See . . .

DETROIT WELCOMES TVB . . . 60

Up on Capitol Hill they're still investigating tv despite the fact that Congress isn't in session. Last week Dodd Senate subcommittee queried NBC Chairman Robert Sarnoff but there's no word on what was said. See . . .

SARNOFF HEARD IN SECRET . . . 85

Here's a lively bit for the new year. FCC has summoned the three tv networks to a hearing opening Jan. 9 at which they will be questioned on financial, program, talent, news, ratings and other basic topics. See . . .

CARPET'S OUT FOR NETWORKS . . . 86

The last of NAB's Fall Conferences, Nov. 20 in Jacksonville, Fla., wraps up a series of fast-moving, one-day meetings in which the problems that harass broadcasters have been discussed all over the U. S. See . . .

NAB FALL SERIES ENDS . . . 87

The latest thing in media buying—automatic computers—was examined last week at New York agency session. But there also was close attention to the qualitative factors that influence the purchase of time and space. See . . .

WITH OR WITHOUT NUMBERS . . . 50

When fm is discussed there are two approaches. Some conceive fm as sure to become the basic aural medium. But others think of it as a supplemental service. More comments on FCC's new fm proposals. See . . .

FM—BASIC OR SUPPLEMENTAL . . . 78

It looks now as if the race for the new vhf channel in Rochester will involve 11 applicants. All but one of these are commercial applicants. Next FCC step will be to schedule these aspirants to a hearing. See . . .

11 WAYS TO ROCHESTER . . . 74

Ten rules designed to improve tv programming have been offered by David Levy, ex-NBC official. One rating-free night a week, more open-end programs and other ideas are offered as ways to provide balanced service. See . . .

10 RULES FOR BETTER TV . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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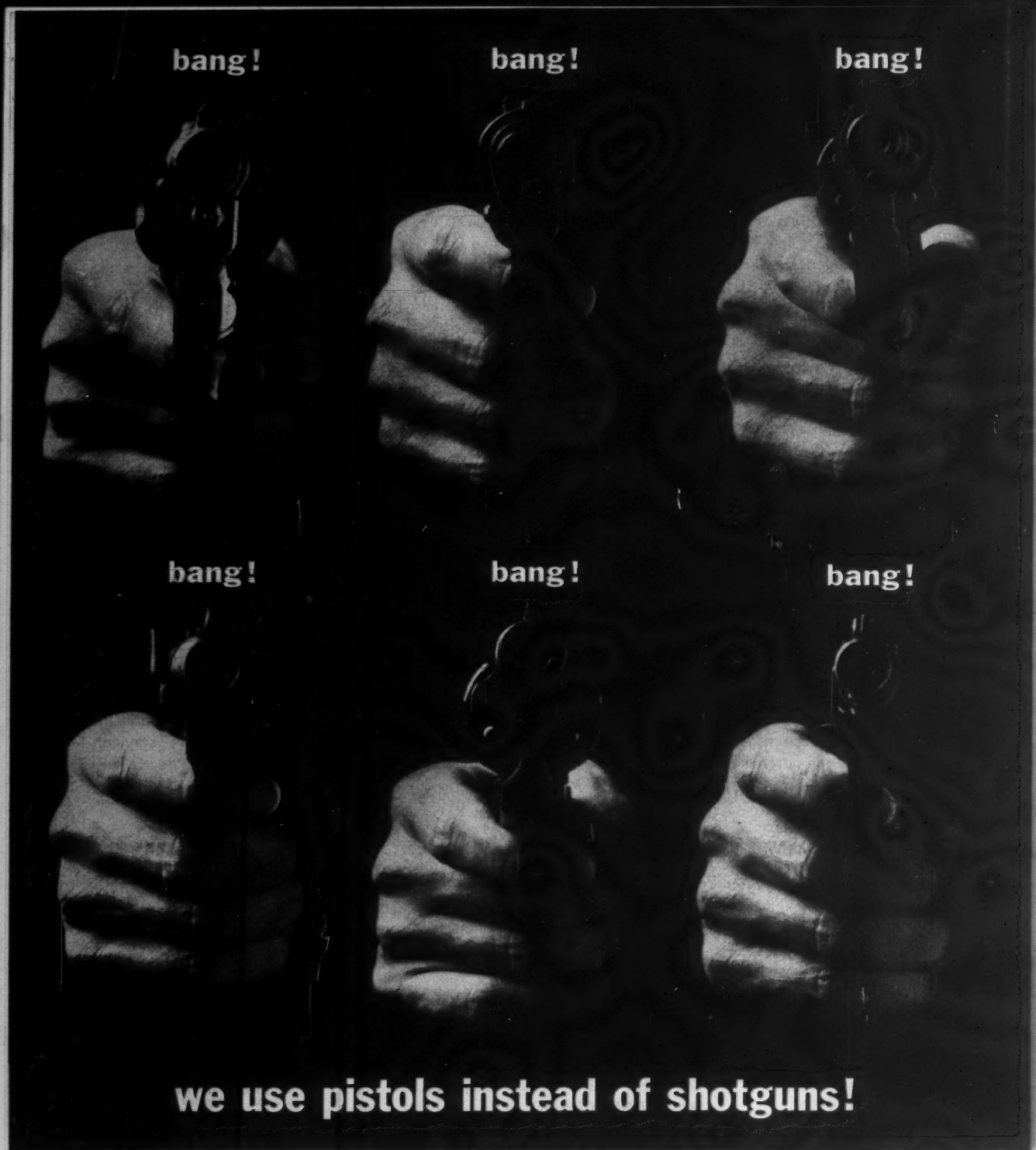


(Each of the 6 ABC owned radio stations shoots for the mass audience in its own way!)

Buckshot is for the birds! Aim for every market with the same shotgun programming, and you won't get the best score. But use specialized program techniques, molded in each case to local needs, and you hit the mass audience bulls-eye! The very strength of the ABC owned radio stations is our adaptability to local market conditions. We call it The Flexibility Factor. Or putting it another way: ABC owned stations bring each local mass audience into the range of its programming aim. If you'd like to know more about our arsenal, we and our representatives are prepared to give you a detailed report of our market strength. John Blair & Company has the information on WABC, WLS, WXYZ and KGO. Adam Young, Inc. has the word on KQV. The Katz Agency is the one to see on KABC. Check our marksmanship now!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

Read made chairman at final TvB session

A. Louis Read, WDSU-TV New Orleans, was elected chairman of board of TvB Friday at close of three-day annual meeting in Detroit where major sales promotion presentations were made before top auto advertiser and agency representatives (early story page 60).

Mr. Read succeeds Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla., for one-year term.

TvB officers re-elected: president, Norman E. (Pete) Cash; secretary, Payson Hall, president of Meredith Publishing Co. stations; treasurer, Gordon Gray, WKTV (TV) Utica, N.Y.

Directors re-elected for two-year terms: Richard Borel, WBNS-TV Columbus, Ohio; Mr. Gray; Donald Kearney, Corinthian Stations; Clair McCollough, Steinman Stations; John Murphy, WLWT (TV) Cincinnati. George Henderson, WSOC-TV Charlotte, was elected for two-year term as director, succeeding Otto Brandt, KING-TV Seattle. Elected to one-year terms to fill vacancies: Jack Tipton, KLZ-TV Denver; John Vrba, KTTV (TV) Los Angeles.

Optimism of delegates for increased advertising budgets from auto industry brightened Friday with forecast by auto officials of banner sales year in 1962, based on selling upturn this fall. Automakers now see 7-million-car year, compared with 5 million for 1961.

Broadcaster panel at Friday lunch showed films of successful local public service and editorial projects demonstrating that tv's influence in marketplace tops all other media. Case history presentations were made by Mike Shapiro, WFAA-TV Dallas-Ft. Worth, and Messrs. Brandt, Read and Vrba.

NAB group to revise recording standards

Revision of recording and reproduction standards, including new section on stereo, is underway by NAB's engineering committee. Standards, originally drafted in 1949 and revised in 1953, cover disc and tape facilities used in broadcasting.

Decision to take new look at recording and reproduction standards was made by NAB committee Nov. 15. Two subcommittees were established, on discs and on magnetic tape. A. Prose Walker, Collins Radio, is chairman of former, and Warren L. Braun, WSVA-AM-FM-TV Harrisonburg, Va., heads latter.

George W. Bartlett, NAB engineering manager, is chairman of full committee. Other members at meeting were Ross H. Beville, WWDC-AM-FM Washington; Emile Vincent, ABC; Price Fish, CBS; George Nixon, NBC, and Mr. Braun. Mr. Walker was absent. Attending meeting also were C. J. Lebel, Audio Devices Inc., New York, for Magnetic Recording Industry Assn., and E. H. Uecke, Capitol Records, for Record Industry Assn. of America.

Tribute to Mr. Sam

FCC adopted resolution Friday (Nov. 17) saying "it has lost a true friend and wise counselor" in death of House Speaker Sam Rayburn. Commission noted that Rep. Rayburn, as chairman of House Commerce Committee, introduced bill in 1934 which resulted in birth of FCC and Communications Act. Even after his election as speaker, "he continued his abiding interest in, and intimate knowledge and understanding of, the FCC and the many problems it faced . . ." resolution said.

Commission expressed heartfelt sympathy to Rayburn family, including his nephew, FCC member Robert T. Bartley.

Donovan, Lideen elected BBDO vice presidents

Two new vice presidents, Michael J. Donovan and Paul N. Lideen, have been elected at BBDO, New York.

Mr. Donovan, associate media director, joined agency in 1959 in his present post. Previously he was vice president-media director at Benton & Bowles, media supervisor at McCann-Erickson and buyer at Ward Wheelock.

Mr. Lideen, account executive, joined BBDO in 1956 and served as associate director of agency's marketing department prior to his new assignment. He has been in marketing and research work at A.C. Nielsen Co. and Market Research Corp. of America.

Mr. Donovan

Mr. Lideen

MGM nets $12.6 million, highest in 15 years

Net income of MGM for year ended Aug. 31, 1961, hit 15-year high of $12,676,516 or $5.02 per share, according to annual report mailed to stockholders over weekend. Earnings for same period of 1960 were $9,594,908 or $3.83 per share.

Gross revenues for fiscal 1961 amounted to $140,539,527 against $130,444,607 last year. Television income for year rose to $18,014,611 from $14,127,538 in 1960. This includes revenues from programs produced for tv as well as feature films. As of Aug. 31, 1961, contracts written for both pre-1949 and post-1948 pictures totaled $62.6 million, of which $14.7 million remains to be earned.

NTA offers 40 features in color to tv stations

National Telefilm Assoc., New York, announced Friday (Nov. 17) it is offering for sale to stations group of more than 40 color feature films. In past, these features were sold in black-and-white versions, but according to NTA spokesman, this is first time company has assembled features specifically for sale in color.

Films are mainly from 20th Century-Fox library but some were made by Selznick and London Films. Included in package are "Captain From Castile," "Crash Dive," "Leave Her to Heaven," "The Dolly Sisters," and "Wilson."

Kansas City merger unites two agencies

Merger of two Kansas City advertising agencies, Bruce B. Brewer & Co. and Jones & Hanger Inc., was announced last week. Merger will be effective February 1, 1962.

Combined operation will continue under name of Bruce B. Brewer & Co. New partners (all from Jones & Hanger) joining Brewer organization are M. Frank Jones, Robert C. Hanger, J. W. Dick-Peddie Jr. and Donald G. Forbes.

Others joining Brewer as members of client service staff are Charles R. Eatough, Robert M. Metheny and Robert

more AT DEADLINE page 10

Illidge. They formerly were with Jones & Hanger.

Brewer agency, prior to 1944, was known as Ferry-Hanley Co. Founded in 1908, it reportedly is oldest agency in Kansas City.

RAB plans group hears of new sales techniques

Radio Advertising Bureau's plans committee has been apprised of new techniques for creating radio revenue on both national and local levels, including expansion of RAB "sales caravan" to at least four additional states.

Kevin B. Sweeney, RAB president, told committee last week that "enthusiastic" response of merchants and stations in Ohio trial run of "sales caravan" (BROADCASTING, Oct. 23) spurred decision to carry it to other, as yet unspecified, areas.

Plans committee also heard details of "important new national-selling development designed to sharply increase national radio billing," which will be subject to approval by board of directors on Nov. 29 in New Orleans.

In addition, Mr. Sweeney announced that RAB will conduct individual sales training courses for radio salesmen, with bureau executives going into markets at request of stations to teach course based on latest techniques. Miles David, RAB vice president, showed new sales presentation method which member stations will get in early 1962.

Time-Life unit joins in German tv production

New television program production company to produce German-language live and film tv programs has been formed in Cologne, Germany, by Time-Life Broadcast Inc., New York, and German publishing firm of M. DuMont Schauberg, Cologne, it is being announced today (Monday). New company is named DuMont-Time Fernseh-Programmgesellschaft GMBH.

Sig Mickelson, vice president of Time-Life Broadcast Inc., and John R. Snedaker, general manager of Time-Life International Ltd., London, will serve on new company's board of supervisors. Their German counterparts will be publishers Alfred Neven DuMont and Ernst Bruecher. Eduard Graf Wickenburg of DuMont will act as general manager until American tv executive is appointed to post in few months.

Crisp appoints Gardner

Crisp Products Inc., Warminster, Pa., has appointed Gardner Adv., New York, as agency for Mim fabric conditioner and other Crisp products. Radio and tv are among media to be used.

Unfair to fm?

KATT (FM) Woodland (Sacramento Valley), Calif., accused ABC Radio of "discrimination" against fm-only stations and Friday (Nov. 17) asked FCC to make full investigation of affiliation policies. Station said it attempted for several weeks to affiliate with ABC and network has refused even though it has no primary outlet in KATT's area.

Mel Lucas, KATT general manager, told FCC that ABC stated affiliation was out of question because "Madison Avenue just wouldn't buy an fm station."

He charged action by ABC is "direct violation of the rights of the people."

KXMC-TV group buys KCJB for $170,000

Sale announced Friday subject to FCC approval: KCJB Minot, N.D. (1 kw on 910 kc) sold by North Western Enterprises Inc. to Big K Inc. for $170,000. Buyer is owned by KXMC-TV Minot (49%), Chester Reiter (20.4%) and W. D. Hurley and Lloyd R. Anno (15.3% each).

Mr. Reiter, 2% stockholder in selling corporation, until 1959 was manager of KCJB-TV Minot; Messrs. Hurley and Anno are vice presidents of North Dakota Broadcasting Co. (KXGO-AM-FM-TV Fargo, KXMC-TV Minot [49%], KXJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S.C.).

Compton made trustee for IGM-IBEW fund

Dr. Wilson Martindale Compton, nationally known educator, has been named trustee of broadcast industry re-education fund established by International Good Music Inc. and International Brotherhood of Electrical Workers.

Fund is first of its kind in broadcasting industry. It was set up to train and re-train employes whose jobs have been displaced by automated equipment and program services made and sold by IGM to broadcasting industry. Fund will exceed half-million dollars when augmented by several federal sources.

Dr. Compton, retired, is former president of Washington State U. and former director of U. S. Information Agency. He will authorize payments to established schools where displaced employes receive training.

Tax on tv proposed to assist theatres

Broadway producer Herman Shumlin, representing League of New York Theatres, suggested Friday (Nov. 16) that possible 5% tax be imposed on tv revenues to subsidize dramatic arts endeavors. Mr. Shumlin, testifying before House Select Sub-Committee on Education (story, page 80), claimed that electronic forms of entertainment have been important competitors which have hurt theatre business.

Mr. Shumlin charged broadcasting industry of taking "free ride" on theatre. He said broadcasting's best talent had developed in theatre.

"Five per cent would make little difference. It's all paid by the soap companies and the soup companies, anyway," he said.

Subcommittee member Rep. Robert N. Giaimo (D-Conn.) stated Friday afternoon that relief for low economic status of musicians should come from sources now benefiting "handsomely" from their services. He listed these as: juke boxes, wired music services and radio stations.

He described radio as "a billion dollar-a-year industry" which pays nothing to musicians, and said "under the antiquated copyright law of 1905" radio stations are exempted from paying artists when replaying their records for profit.

KYLD-TV asks reopening of deintermixture case

KYLD-TV (ch. 17) Bakersfield, Calif., Friday asked FCC to reopen record on hearing to expedite deintermixture of that city by requiring KERO-TV to shift from ch. 10 to ch. 23. On Oct. 20 Hearing Examiner David I. Kraushaar issued initial decision saying Broadcast Bureau had not proved urgency and recommending KERO-TV be left on ch. 10 until current license expires (AT DEADLINE, Oct. 23).

KYLD-TV asked FCC permission to intervene in case, charging Broadcast Bureau did not make use of important available data. Station said evidence it can present "demonstrates beyond doubt" plight of Bakersfield uhf stations and urgency of deintermixing.

Station argued this might be key case in future deintermixture proceedings.

Educators asks for ch. 30

National Educational Radio & Tv Center Friday asked FCC to institute rulemaking to reserve ch. 30 in Elmira, N. Y., for noncommercial educational use and to designate channel for Elmira-Corning, N. Y. FCC earlier had denied NETRC request for ch. 9 to be reserved for etv in Elmira.

WLBW TV

The *new* Channel 10 is now on the air

At 3:01 a.m. on November 20, the nation's newest television station signed on in the No. 1 market of the nation's fastest growing state.

Completely new, from latest RCA transmitter and associated studio equipment, to the most modern and strongest tower and antenna in Florida.

More than a year has been devoted to program planning and personnel training, to back up the audience-accepted schedule of ABC-TV's basic affiliation.

For availabilities, contact any H-R Television, Inc. office.

L. B. WILSON, Inc.

Sales Offices: 3898 Biscayne Boulevard • Tel. FR 4-2661
Studios: 2133 N.W. 11th Avenue • Tel. FR 3-4723

sunny channel 10

Charles H. Topmiller PRESIDENT-GENERAL MANAGER
Thomas A. Welstead VICE PRESIDENT—SALES

WLBW-TV
MIAMI, FLA.

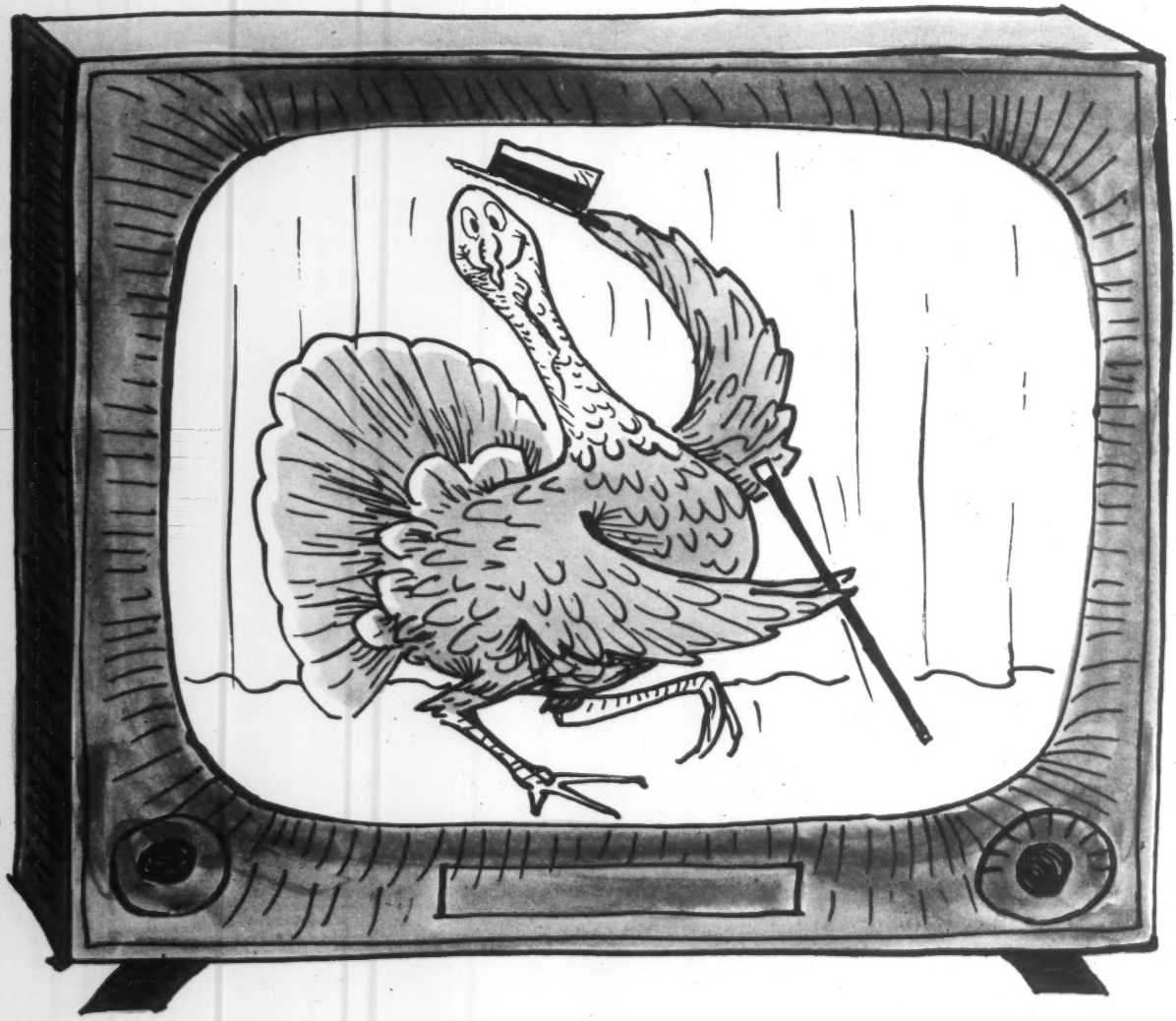
The Embassy of Ghana

His Excellency W. M. Q. Halm,
Ambassador to the United States
from Ghana, and some of the members
of his family, in the garden at the Embassy . . .
another in the WTOP-TV series
of the Washington diplomatic scene.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



These days, the price of a turkey is too darned high

You know that overrating ratings can lead to a hit show that reaches a costly quantity of non-prospects. And the cash register will ring up a turkey.

Also you know that even if you reach the right prospects – but with the wrong commercials – it's another kind of turkey. Equally costly.

You know, too, that the advertiser who does not move swiftly to get the right show, at the right time, may see his competition get the business. And he gets the bird.

In these days of spiraling costs, choosy consumers and speedy competitors – who can afford a turkey?

Doesn't it make sense to want a whole combination of smart programming, swift daring, and creative selling commercials?

Don't you need an agency which is best equipped, on all fronts, to bring down your cost per sale – and bring up your profits from television?

YOUNG & RUBICAM, *Advertising*

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

NOVEMBER

Nov. 20-21—**Nebraska Broadcasters Assn.**, convention. Grand Island.

Nov. 21—**Radio & Television Executives Society**, Time Buying and Selling Seminar, fifth session. "Using Research For Your Decisions." Instructors: Mary McKenna, Metromedia Inc.; William Murphy, Papert, Koenig, Lois. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 21—Philadelphia chapter, **American Women in Radio and Television**, dinner meeting. Hotel Sheraton, Philadelphia.

Nov. 21—**Florida Assn. of Broadcasters**, one-day seminar following NAB regional meeting of the day before. Speakers include: James O. Juntilla, asst. to the FCC Broadcast Bureau chief; Marcus Cohn, Washington attorney practicing before the FCC; Arthur Gilbert, FCC Florida engineer. Robert Meyer Hotel, Jacksonville, Fla.

Nov. 24—Deadline for answer from CBS-TV and affiliates to FCC letter questioning propriety of the network's sliding-scale affiliate compensation plan.

Nov. 24-26—**National Assn. of Television & Radio Farm Directors**, annual convention. Conrad Hilton Hotel, Chicago.

Nov. 24-25—**Advertising Federation of America**, 8th district convention. Hotel St. Paul, St. Paul, Minn.

*Nov. 27-Dec. 5—Hearing by House Subcommittee on Effects of Imports and Exports on American employment. (Dec. 1 has tentatively been set as the day to be devoted to consideration of runaway production by producers of U. S. theatrical and tv films. Other days will be given over to foreign competition problems as they affect other industries.)

Nov. 28—**Radio & Television Executives Society**, Time Buying and Selling Seminar, sixth session. "Buying the Schedule." Instructors: Ann Janowicz, Ogilvy, Benson & Mather; Ruth Jones, J. Walter Thompson. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Nov. 30—**Academy of Television Arts & Sciences**, New York chapter, fourth annual "close-up" of tv personalities (David Brinkley and Chet Huntley), Astor Hotel, New York City.

DECEMBER

Dec. 1—Joint radio seminar between **Southern California Broadcasters Assn.** and **U. of Southern Calif.** Seminar proposes to explore Greater Los Angeles community needs as they are related to radio broadcasting. Hancock Auditorium, USC campus, Los Angeles.

Dec. 1—Deadline for entries in **International Broadcasting Awards** contest. Submit to Hollywood Advertising Club, 6362 Hollywood Blvd.

Dec. 1—Argument before U. S. Court of Appeals for the District of Columbia on Connecticut theatre owners appeal from FCC decision authorizing pay tv operation in Hartford, Conn. Rescheduled from Nov. 9.

*Dec. 1—**Arizona Broadcasters Assn.**, annual meeting. Superstition Ho Hotel, Apache Junction, Ariz.

Dec. 4—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231).

Dec. 4—Deadline for comments on **FCC** proposal to deintermix Springfield, Ill., by shifting ch. 2 to St. Louis. Original grant of ch. 2 to KTVI (TV) was remanded by court for exploration of *ex parte* activities.

Dec. 5—**Radio & Television Executives Society**, Time Buying and Selling Seminar, seventh session. "Getting Your Media Money's Worth." Instructor: Robert Liddel, Compton Adv. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

*Dec. 6-7—House Small Business Committee hearing on opportunities to small advertisers to buy prime time on radio and television.

Dec. 6-8—**NBC Radio & Tv Affiliates**, annual convention. 35th anniversary observance. Beverly Hilton Hotel, Beverly Hills, Calif.

*Dec. 7—**Art Directors Club of New York**, luncheon. 1961 gold medal of achievement will be presented to Frederic R. Gamble, retiring president of American Assn. of Advertising Agencies. Hotel Delmonico, New York City.

*Dec. 7—Colorado Broadcasters Assn. special winter meeting, beginning at 1:30 p.m. with business meeting and free discussion. Dinner speaker to be FCC Commissioner Hyde. Continental-Denver Hotel, Denver.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

Dec. 12—**Radio & Television Executives Society**, Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 42nd St., New York City. 5:30-7 p.m.

Dec. 27-29—**American Marketing Assn.**, annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

JANUARY 1962

Jan. 1—Reply comments due on **FCC** proposal to expand use of uhf band and to deintermix eight markets by deleting single vhf stations.

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the government of Monaco.

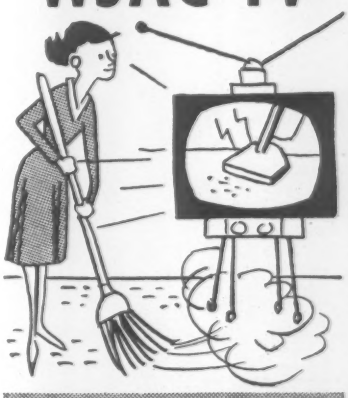
Jan. 9—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify. Washington, D. C.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19-21—**Advertising Assn. of the West**, annual conference. Hotel Californian, Fresno.

Jan. 23-25—**Georgia Radio-Tv Institute**, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers

What they see on WJAC-TV



THEY BUY!

When you advertise your product on WJAC-TV, you can be sure people see it . . . and they'll buy it, too! Both ARB and Nielsen show WJAC-TV to be the number one station in the Johnstown-Altoona market, but statistics don't buy products . . . people do! WJAC-TV clients know that WJAC-TV gets action, turning viewers into buyers. If you're after people . . . purchasing people . . . pick WJAC-TV!

For Complete Details, Contact:
HARRINGTON, RIGHTER AND PARSONS, INC.
New York Boston Chicago Detroit
Atlanta Los Angeles San Francisco

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

IMPACT! This is WCKY! In its myriad facets, WCKY leaves an unforgettable impression, an IMPACT on today's intelligent mind. The listening world is waiting for . . . NEWS, of course. WCKY pounds through with Total News and Information . . . in-depth news that leaves no wavering doubts of the meaning of events, past and present, on the international, national and local scenes. WCKY skillfully probes, persistently prods to the source of NEWS . . . . . and makes that IMPACT.

talk about impact!

Results? WCKY advertisers feel the IMPACT. In traffic count, in cash register count, in customer count. You talk about IMPACT and you're talking about WCKY . . . a communicating force in the lives of over a million people in the rich Tri-State Cincinnati area. ■ Talk to AM Radio Sales and you'll get the IMPACT.

wcky

50,000 WATTS • CINCINNATI

include: Pierre Salinger, Clair McCollough, Sol Taishoff, and Ann Corrick.

FEBRUARY 1962

Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 4-13—**Advertising Recognition Week.**

Feb. 5—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics.** Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, **Directors Guild of America.** Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

*Feb. 13—Formal awards banquet of the **International Broadcasting Awards** contest. Hollywood Palladium, Hollywood, Calif.

*Feb. 20- March 25—**Art Directors Club of Los Angeles,** 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

*Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH 1962

*March 14-16—**Electronic Industries Assn.,** committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

*March 16—Advertising Federation of America, board of directors meeting. New York.

*March 19-23—**Georgia Assn. of Broadcasters,** first annual regional meeting of broadcasters from Griffin, Albany, Baxley, Augusta, Canton.

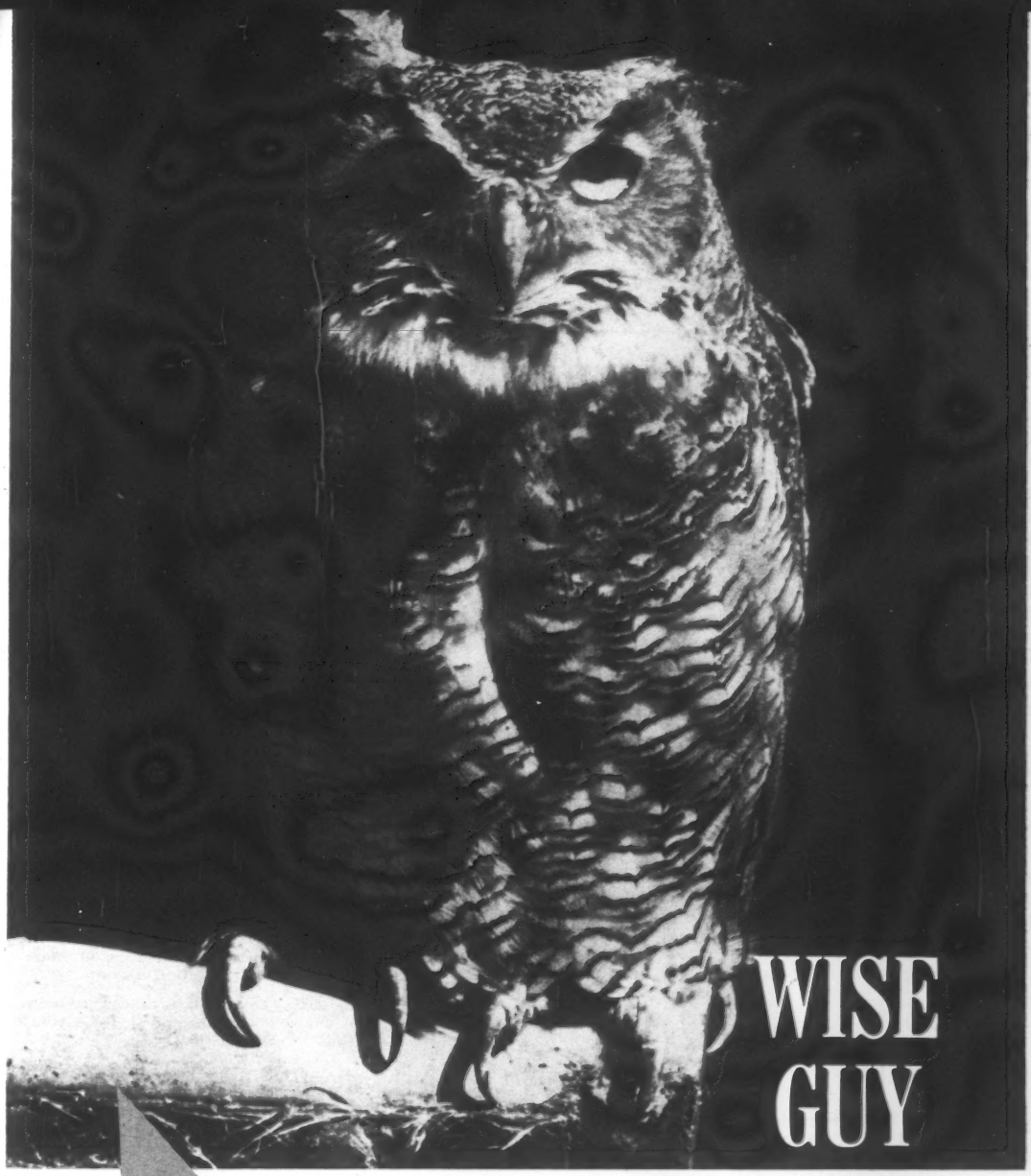
*March 22-24—**Advertising Federation of America,** fifth district meeting. Shawnee Hotel, Springfield, Ohio.

*March 30-31—**Advertising Federation of America,** sixth district meeting. Detroit.

APRIL 1962

*April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel, Chicago.

*April 9—**Academy of Motion Picture Arts**

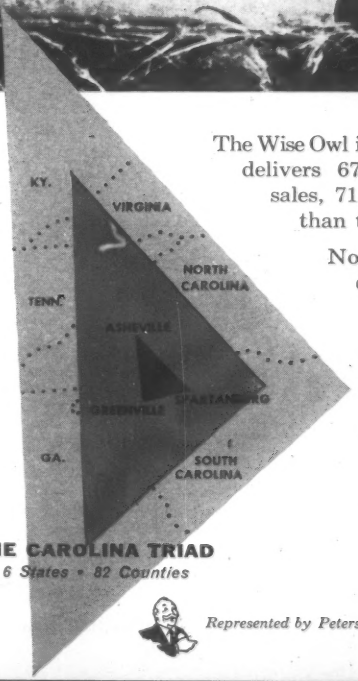


WISE GUY

The Wise Owl is the one who considers the fact that WLOS-TV delivers 67% more food sales, 41% more automotive sales, 71% more gasoline sales, 74% more drug sales than the second station.*

No matter what the target . . . WLOS-TV is dominant.

*Sales Management Survey of Buying Power, May 10, 1961—ARB Total Net Weekly Circulation



THE CAROLINA TRIAD
6 States • 82 Counties

Dominant in The Carolina Triad

WLOS-TV abc

A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG

WOMETCO ENTERPRISES INC.

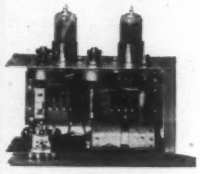
Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.

TVJ
WOS-TV
KVOS-TV
WFGA-TV
(Affiliate)

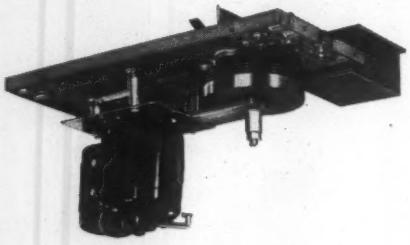
why ATC is the most widely used tape magazine system in broadcasting

If price was the only factor involved in the manufacture of an Automatic Tape Control system, most of our problems would be solved. But because ATC magazine-loaded tape units must produce high fidelity playback in conjunction with the finest broadcast equipment made, we have refused to make any concessions in materials and components just to meet a price. The ATC is an engineer's delight. High quality, heavy-duty construction is evident throughout. All electrical components are conservatively rated for long life and marked for easy identification. All components and wiring are easily accessible for efficient preventative maintenance. Modular construction eliminates costly downtime. High performance vacuum tube circuitry assures reliable operation to +65° C. ATC delivers a frequency response of ±2 db from 70 to 12,000 cps; ±4 db from 50 to 15,000 cps. Signal-to-noise ratio is 55 db, and wow and flutter is under 0.2% rms. AUTOMATIC TAPE CONTROL, INC., introduced the original Automatic Tape Control system in 1958. Formerly distributed exclusively by Collins Radio Company, the ATC system is now in use in over 600 radio and TV stations. More than 4,000 units have been manufactured, installed and proved under actual "on-the-air" conditions. For complete information and illustrated brochure, write, wire or phone collect today.

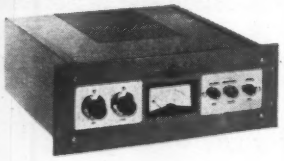
Playback Unit



Program Amplifier Module



Record/Playback Deck



Record Amplifier

made by broadcasters for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. • Dept. 113 • Bloomington, Illinois

& Sciences, 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

*April 25—**Assn. of Industrial Advertisers**, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

*April 27-29—**Mississippi Broadcasters Assn.**, annual convention. Broadwater Beach Hotel, Biloxi, Miss.

MAY 1962

*May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

*May 3-6, 1962—**American Women in Radio & Tv**, national convention. Sheraton-Chicago Hotel, Chicago.

*May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kansas.

*May 9-12—**Western States Advertising Agencies Assn.**, 12th annual conference. Theme of this year's conference is: "Advertising Achievements- West." Oasis Hotel, Palm Springs, Calif.

*May 10-12—**Advertising Federation of America**, fourth district meeting. Jacksonville, Fla.

*May 23-25—**Electronic Industries Assn.**, 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

JUNE 1962

*June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual **Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

*June 23-27—**Advertising Federation of America**, 58th national convention, in conjunction this year with Advertising Assn. of the West. Denver-Hilton Hotel, Denver.

*June 23—**Advertising Federation of America**, ninth district meeting. Denver.

*June 29-30—**Texas AP Broadcasters Assn.**, 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST 1962

*Aug. 5-7—**Georgia Assn. of Broadcasters**, annual convention. Holiday Inn, Jekyll Island, Ga.

SEPTEMBER 1962

*Sept. 11-13—**Electronic Industries Assn.**, committee, section, division and board meeting. Biltmore Hotel, New York.

*Sept. 12-14—**Advertising Federation of America**, first district meeting. Cape Cod area.

*Sept. 14—**Georgia Assn. of Broadcasters**, 2nd annual South-East Radio-Tv Seminar. Atlanta.

*Sept. 20-22—**Advertising Federation of America**, tenth district meeting. Shreveport, La.

NOVEMBER 1962

*Nov. 10-25—**World Economic Progress Assembly and Exposition** under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

*Nov. 27-29—**Electronic Industries Assn.**, committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

Why WFLA-TV bought Seven Arts' Volume II

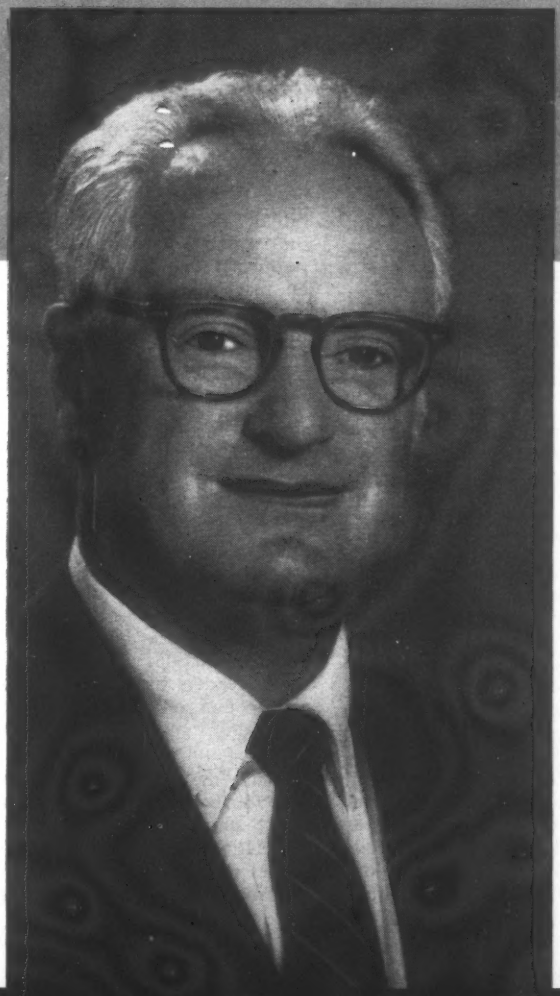
Says George Harvey:

"The first Seven Arts package offered fine TV entertainment, but

WE LIKE VOLUME II EVEN BETTER!

"It's a stronger over-all package. We bought it to improve our Friday Night Movie. It takes an exceptional movie product to deliver maximum audience in a prime time slot against competitive network programming. Warner's 'Films of the 50's' give us the best available product for that kind of exposure."

George Harvey, Vice President and General Manager, WFLA-TV, Tampa, Florida



Warner's films of the 50's... Money makers of the 60's

SAA

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL

WOC-TV Channel 6 NBC
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc.

OPEN MIKE®

Radio for itself

EDITOR: In your article "Radio reps still welcome" [BROADCAST ADVERTISING, Nov. 6] one quotation, attributed to me, was unfortunately out of context.

What I said was that our men sell on more than one level. Our men sell the concept of radio and the benefits derived by using this medium at the account executive, client, media director and media supervisor levels.

The quotation attributed to me leaves the inference that we do not give any thought to the problem of radio *per se*. This is anything but true. Weed's radio salesmen are constantly selling the idea of radio. However, these presentations are conducted at the proper level among those executives who are responsible for selecting the specific medium.—*Marvin D. Melnikoff, director of marketing & research, Weed Radio Corp., New York.*

Radio's second step

EDITOR: . . . Radio's return to prosperity, prestige and power as a mass medium certainly depends upon the amputation of the managerial malpractices you note in the editorial [EDITORIALS, Oct. 30]. This, as you say, is the first step.

As to the second step, I submit that management consider the following: (a) accelerate positive selling with expanded publicity, promotion and information . . .; (b) examine its own program logs, taking a moral inventory . . . of its programs and practices, with specific reference to its service and worth to the community and the people who do, or might, listen; (c) once again, in the manner of yesteryear's dominant broadcaster, spend money to make money; scrap any notion that radio is a bargain basement or rummage sale operation; and re-examine the prevalent formula of cutting operation costs to the bone. . . .—*Edward J. DeGray, Edward J. DeGray & Assoc., White Plains, N. Y.*

Radio and the Fifth

EDITOR: I am usually in agreement with your editorial stands, and even when in disagreement rarely is the chasm very great. However, I was shocked at your departure from the very basic ideals of American democracy that you openly expressed in your editorial of Nov. 6 entitled "Radio and the Fifth."

By agreeing with the dismissal of WABQ's chief engineer for invoking the Fifth Amendment in his own defense, you ally yourself with those very people who would overthrow this country. You by your action are pronouncing a man guilty before society without the benefit of a trial. . . .—*Jack E. Gill, producer, Southern Illinois U. Broadcasting Service, Carbondale, Ill.*

[The dismissal of the WABQ chief engineer was a private business decision involving an employer and an employe, and we do not think a trial in a court of law is a necessary preliminary to that kind of decision. As the editorial made clear, however, BROADCASTING does not believe that this kind of procedure provides the ultimate solution to the problem of protecting radio and television against the possibility of sabotage or seizure. The main point that the editorial made was that some kind of security system was desirable and ought to be devised by responsible agencies of government working in cooperation with broadcasters.]

For help to media

EDITOR: . . . I notice in reading Section E-30 of the 1961-62 BROADCASTING Yearbook that you may not be aware of our new U. S. Government Radio-Tv Office.

The National Media Office, U. S. Forest Service, 1015 North Lake Ave., Pasadena, Calif., was set up to be of service on a national scope to writers, producers, directors and editors in the television, radio, motion picture, magazine, advertising and book fields.—*Glenn A. Kovar, director, motion pictures, radio & television, U. S. Forest Service, Dept. of Agriculture, Pasadena, Calif.*

Missing market data

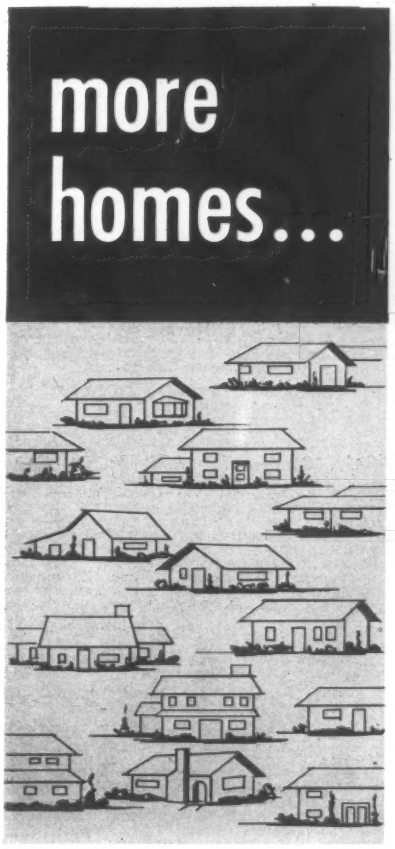
EDITOR: As one of BROADCASTING's most avid boosters over the past 12 years, I feel the right to one loud protest. In the 1961 Yearbook . . . or rather, *not* in the 1961 Yearbook, is the section I used in past issues more frequently than any other—the section on market data. I mourn its passing and plead that the editors reconsider the deletion of this information. . . .—*Tom Elkins, president-general manager, KBUS Mexia, Tex.*

[The 1961-62 BROADCASTING Yearbook appeared without market data only because there was no updated information available. Final market figures of the 1960 Census have not yet been released, but will be carried in BROADCASTING as soon as available.]

How to say it

EDITOR: As a result of your article on pronunciation guides [THE MEDIA, Oct. 23] I have been deluged with requests for information. Unfortunately, . . . many readers have been led to believe that copies of state place name pronunciation guides are available at a central point.

What the Council on Radio-Television Journalism has done is to determine which states have or are preparing pronunciation guides. Persons seeking copies of individual state guides should ask for our master survey, then make



delivered on WFAA-820 Dallas!

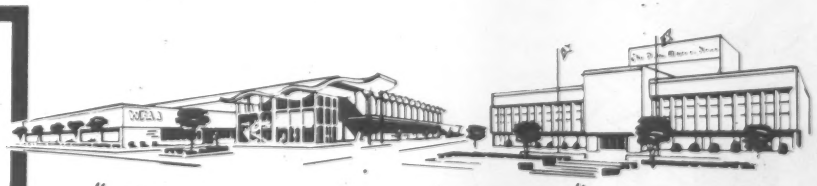
A NEW CONCEPT PAYS OFF! WFAA-820's **"Southwest Central"** format is just six months old, and already it has made the dominant radio voice of North Texas even BIGGER! There have been gains in 25 of 26 quarter hours; more men listeners; more women listeners; more potential customers delivered on WFAA-820 in the metro and station total coverage area **than on any other station!***

"WHAT IS SOUTHWEST CENTRAL"? It's a modern concept in radio . . . more complete news coverage . . . a fresh sound in music . . . featurized programming including farm, sports, fashion, food, markets, editorial, business, timely public service features . . . genuine ELECTRONIC JOURNALISM. The "Southwest Central" concept was formulated to retain the solid following of loyal, long-time WFAA listeners and to add appeal for a vast new audience of young adults — that youthful age from 17 to 77 — all prospects for your products!

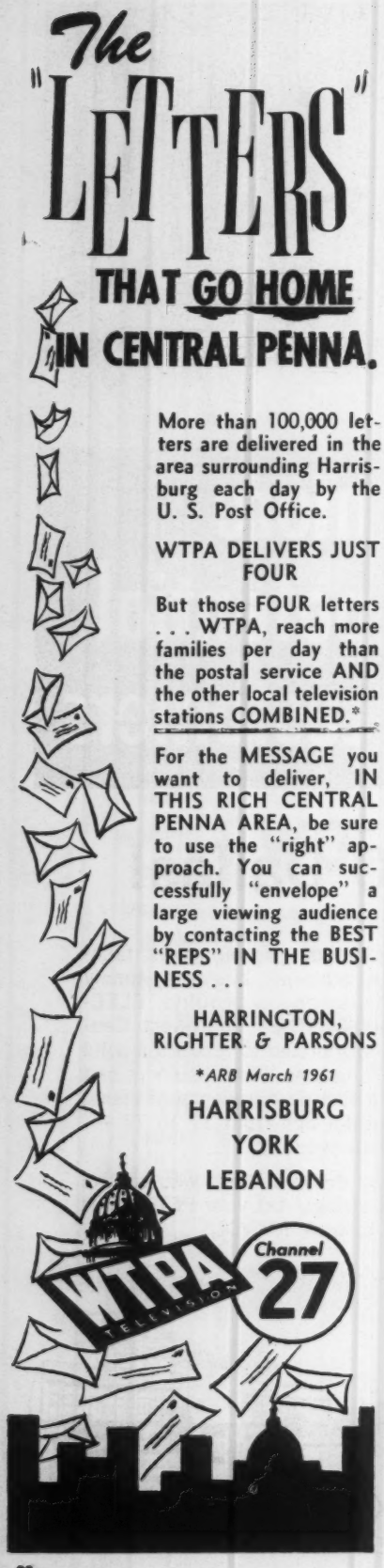
WFAA-820 truly **delivers** those who control the nation's purse-strings! Let your PETRYMAN put this potential to work for YOU!

(*Source: A. C. Nielsen, July-August, 1961)

WFAA-820
RADIO DALLAS
Represented by Edward Petry & Co., Inc. The Original Station Representative



AT "Communications Center" DALLAS
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS


The "LETTERS" THAT GO HOME IN CENTRAL PENNA.
More than 100,000 letters are delivered in the area surrounding Harrisburg each day by the U. S. Post Office.
WTPA DELIVERS JUST FOUR
But those FOUR letters . . . WTPA, reach more families per day than the postal service AND the other local television stations COMBINED.*
For the MESSAGE you want to deliver, IN THIS RICH CENTRAL PENNA AREA, be sure to use the "right" approach. You can successfully "envelope" a large viewing audience by contacting the BEST "REPS" IN THE BUSINESS . . .
HARRINGTON, RIGHTER & PARSONS
*ARB March 1961
HARRISBURG
YORK
LEBANON
WTPA TELEVISION
Channel 27

individual contacts as indicated in the guide. . . .—*Robert A. Mott, assistant professor of journalism and news director of KWSC Pullman, Washington State University, Pullman, Wash.*

Thumb tab admirer

EDITOR: Just a note to congratulate the fellow or gal who thought of the easy-finder thumb tabs on the new BROADCASTING Yearbook.—*W. Judd Wyatt, director of advertising, FMA Insurance Cos., Columbia, Mo.*

BOOK NOTES

"Freedom and Responsibility in Broadcasting," ed. John E. Coons; Northwestern U. Press, $5; 252 pp.

A complete transcript of the "summit meeting" on the government's role in broadcasting held last August at Northwestern U. (BROADCASTING, Aug. 7) has been prepared in book form by the university press.

Included is Chairman Minow's speech tracing the FCC's authority to consider programming and the legal memorandum in support of this position; the rebuttal of this position by Washington attorney W. Theodore Pierson; speeches by Dean Roscoe L. Barrow, NAB President LeRoy Collins and Prof. Louis L. Jaffe.

In addition to formal speeches, panel discussions featuring leading industry, government and academic spokesmen are included verbatim.

"The Technique of Television Production," by Gerald Millerson; Hastings House, New York. 416 pp. $10.

British-born, BBC-trained author Millerson's title is misleading and seriously underestimates the scope of his work. Far from trying to present a facile picture of television production as a uniquely simple operation whose problems can be solved by the rigid application of an unvarying "technique," he presents the reader with a base from which to confront the problems of tv production. Mr. Millerson outlines the variety of choices open to the technician in arranging his camera, or his characters, or his make-up to get the effect he wants. Accompanying diagrams drawn by the author, provide a pictorial representation of each effect.

Encyclopedic in scope, the work tends to blend successfully the physical and esthetic factors in television production, and supports a conclusion that successful production is the realistic creation of an illusion. The book shows how the illusion can best be established, sustained, and sold to the audience.

Technique of Television Production is a point of departure for the television professional interested in drawing a connection between his own ideas and the realities of the technical situation.

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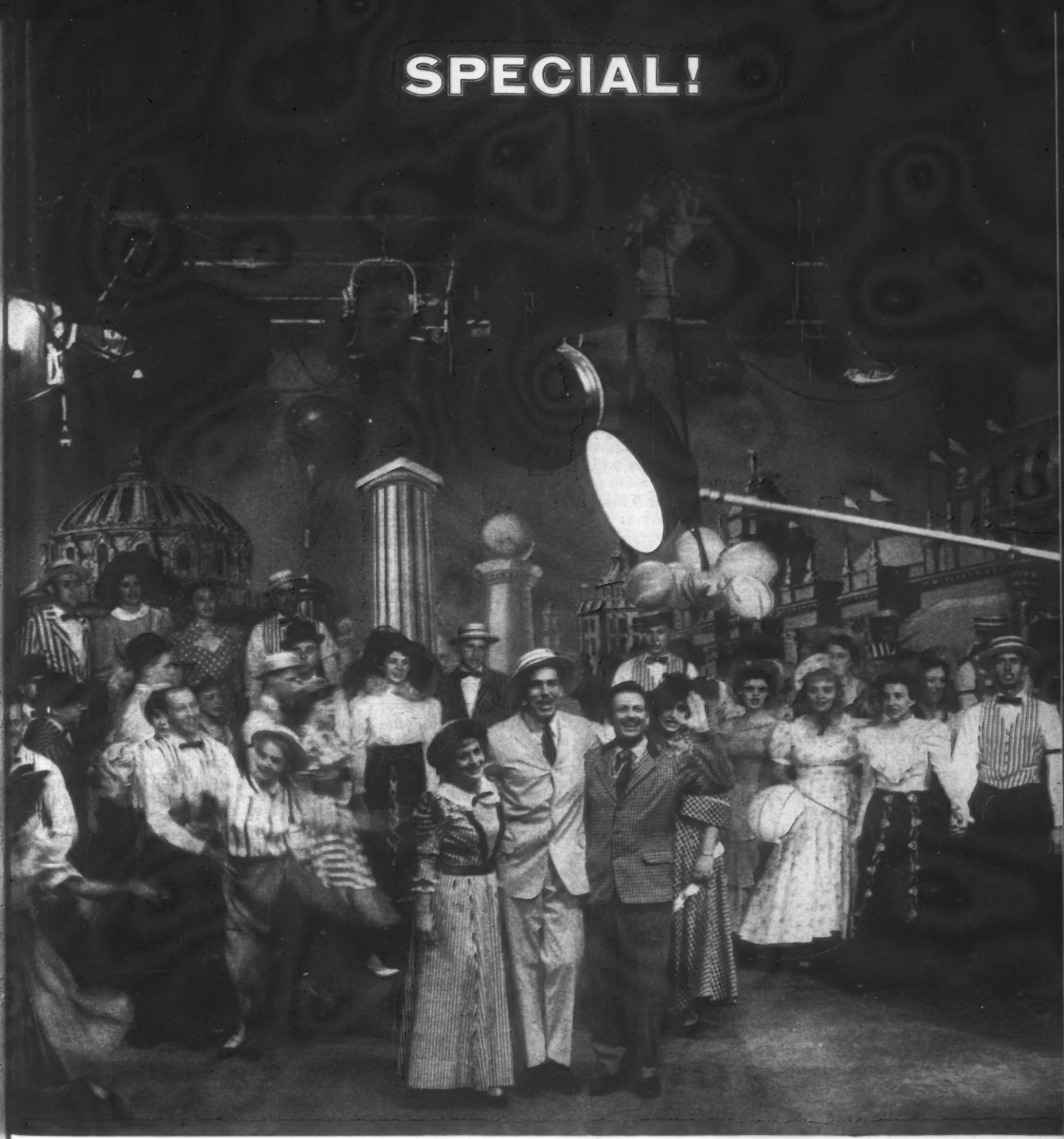


When locally-produced public affairs programming is both informative and popular, you can be sure that the talent which creates it is special. Typical examples: "Alone in Its Greatness," KMOX-TV's salute to the St. Louis Municipal Opera, which attracted a 32% share of audience; "Grant in St. Louis," a candid close-up of an extraordinary American, which had a 36% share of audience; and "St. Louis 1985," an unconventional look into the future, which achieved a fancy 40% share of audience in 4-station St. Louis (ARB). These and other imaginative, local "specials" all competed successfully against strong prime-time network opposition. This all-out attention to the local community is one reason why the community goes all-out for Channel 4. Why, month after month after month, the special audience winner is **KMOX-TV** CBS Owned—Channel 4 in St. Louis.

MONDAY MEMO

from JOHN W. BURGARD, vp-adv. dir., Brown & Williamson Tobacco Corp.

A rule to remember: an ad medium is also for advertising

I want to enumerate some of the things one national advertiser feels might be done to make advertising a more efficient tool and remove some of the cause for criticism of advertising.

First, the advertising agencies. My only criticism is of the eagerness of some of the more articulate members of the fraternity to break into print. Look at what these self-appointed critics did after the appearance of Rosser Reeves' book, *Reality in Advertising*. They discovered it was easy to break into print by criticizing the book and the author. The phony heat they engendered contributed nothing to the advertising business.

Now, about magazines and the compulsive drive for higher circulation that afflicts some in this field. I would commend to magazines a little more soul-searching and understanding when they plan articles about competing segments of the advertising business. It is not very convincing or logical for one of the leading mass magazines to carry a lead article criticizing overcommercialization in television and in the same issue, running 102 pages, to carry 48⅓ pages of advertising, considerably more than the 3 to 30 ratio of commercial time in a half-hour television program. The advertiser reading that article might get the idea that the public didn't object to over-commercialization in magazines because it was not aware of the ads. That's an interesting thought!

With some trepidation, I'll mention newspapers. Practically all publishers have now realized the desirability of offering frequency discounts to national advertisers, but they have more ways of applying them than a cat has fleas. Don't they realize that the harassed media man may just give up and recommend another medium?

Diminishing Returns ▪ I shouldn't talk about radio because it gets me upset. My company has a rather proud record in radio advertising. In 1940 Brown & Williamson was the biggest advertiser on NBC Radio. I remember when a schedule of six or seven good spots a week in a market really got results. Now they talk about saturation campaigns of 100 or 200 spots.

When will the radio people realize that the advertiser wants results, not numbers? Put six commercials in a 15-minute program, surround it with loud musical expositions of the station's call letters and slogan, and try to get results! Some station owners have realized that radio today, when properly programmed, can penetrate important, hard-to-reach segments of the market better than any other medium.

Now, finally about television. I don't worry too much about the FCC. I think Mr. Minow is already bogging down in his own wasteland. None of the critics of television programming will ever agree on what is good programming. No one but a "commissar for culture" could dictate what will or will not be shown on television, and the public wouldn't stand for that.

Some individual stations tend to overcommercialize, but the NAB has set good standards, and I believe the offenders will be forced into line just as they were on the issue of triple-spotting.

So Little Time ▪ The greatest danger today is in the encroachment on the entertainment time within programs. This encroachment is not by the advertiser. Three minutes of commercial time plus billboards in a prime half-hour has been and is standard. Subtract this from the 29 minutes and 30 seconds the network sells as a half-hour show and you would expect about 26 minutes of entertainment. But you don't get it! The average half-hour show does well to deliver 23 minutes of entertainment.

What's happened?

First, ABC-TV gave 10 or 15 seconds more to the station at the break in an effort to attract new affiliates. The other networks followed suit to retain their affiliates. Who gained? Nobody. Who lost? The advertiser and, more important, the viewer. Then the networks started putting in promotions for next week's show, for next night's, for the following show.

Then the producers made a big production out of their names. Production studios did the same. Warner Bros. must get more time on their shows than the sponsors do. The network's contribution to the show has to be acknowledged—even though the network already has a credit at the beginning and end. And not only the actors, but everybody down to the assistant hairdresser must get credits.

Bumps ▪ Then there are those pesky little things known in the trade as "bumpers." It wouldn't do, according to some producers, to have their fine show contiguous to a commercial; so before and after each story break we have a bumper, "identifying" the program, to the accompaniment of "theme" music, a dozen or more times in the space of an hour—as if you didn't know the name of the show you were watching. Thus, you get a longer and longer interval between the entertainment portions of adjacent programs. There are frequently seven or eight minutes between the last act of one show and the first act of the next. This is an urgent invitation to the viewer to leave the room, turn off the set, do anything to avoid the annoyance of this real "wasteland."

All concerned should realize that no one gains and everybody will eventually lose. The viewer isn't going to sit through it. And if he doesn't, he won't see the advertiser's commercials and thus won't be influenced to buy his product and the advertiser won't be able to pay for the show. Maybe then the writers could be persuaded to write a three-act play for a half-hour show so we could avoid concentrating commercials at the end of the show and do away with so-called "epilogues."

Then we would have perhaps not a Utopia, but a chance for an enjoyable evening of entertainment. The viewer would be happy and he would see the advertiser's message. The advertiser would be happy. And everybody would get cash instead of credit.

This MONDAY MEMO is a condensed version of a talk by John W. Burgard to the Washington Ad Club. He joined B&W in 1932 as an accounting clerk. In 1946 he was promoted to advertising manager. In 1954 he was named executive assistant to the president. In 1955 he became a director and vice president in charge of sales. He was appointed advertising vice president in 1958. Mr. Burgard earlier this month was elected a director of Assn. of National Advertisers.

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

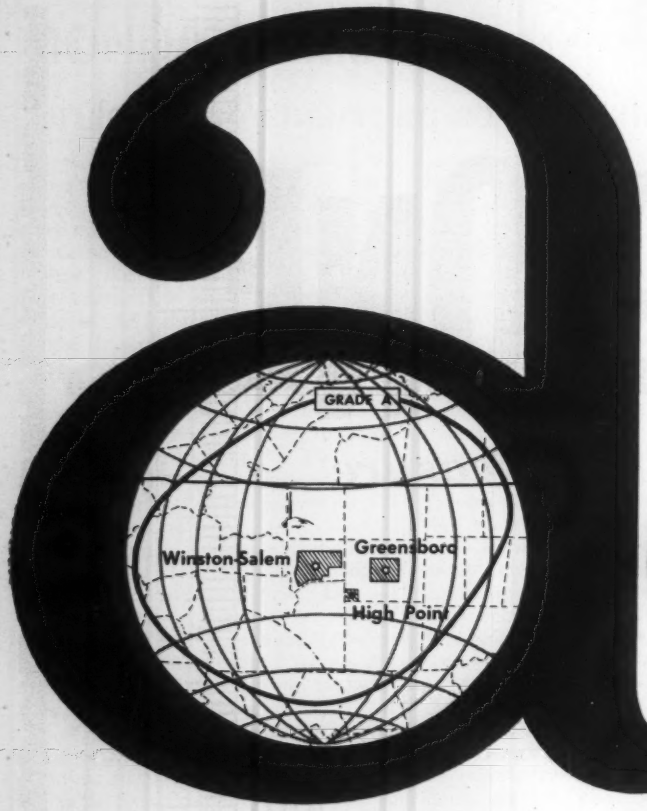
TRENDEX

WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,

or C. P. Persons, Jr., General Manager



billion $ ction

NORTH CAROLINA'S GRADE A WORLD

In the rich 33 county Piedmont world of more than 300,000 TV homes reached by WSJS Television's A Coverage, retail sales exceed a billion dollars and consumer income is more than a billion and a half dollars.

Call Peters, Griffin, Woodward, Inc.

WSJS TELEVISION

NBC MST CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 20, 1961, Vol. 61, No. 21

JWT, BATES ONE-TWO IN TOP 50

■ BBDO third, Y&R fourth among agencies in broadcast totals

■ Medium-sized firms show high billings in both radio and tv

■ Cut-off level up from $6.9 to $7 million in 1961, survey shows

J. Walter Thompson Co.'s estimated $125 million in radio and television—$1 million off the 1960 pace—places it on top for the fourth straight year in broadcast billings.

Thompson's most "restless" year was ushered in on a note of major account defections. But as 1961 progressed, JWT moved up again, acquiring more Lever Bros. business and all of Liggett & Myers' tobacco brands (see capsule for details, this page).

This was a year of surprises in the makeup of the top 10 in broadcast spending. The second place radio-tv agency is Ted Bates & Co., reporting in at $117.5 million in broadcast media, $7.5 million behind JWT. Bates at $105 million in 1960 was in a near draw with Young & Rubicam and McCann-Erickson for runner-up honors.

This year both Y&R and M-E have slipped well behind the mark achieved by Thompson and Bates.

The new lineup of the top 50 agencies in radio-tv was disclosed in BROADCASTING's 10th annual survey of the leading broadcast agencies. Estimates span the calendar year which ends Dec. 31, 1961.

Bates' Rise ▪ Ted Bates' rise in broadcast billings was not telegraphed over the years. Before 1960, when Bates rose sharply in billings, the agency was solidly entrenched in the fourth (in 1959) or fifth (1956-58) positions. In 1955, it was in the eighth spot and the year before that ranked as the 10th agency in radio-tv. In 1961, broadcast accounts for a greater share (from 79 to 83%) of its overall billing.

J. Walter Thompson, first in television billing at $115 million, has only a $2.7 million edge on Bates, right behind with $112.3 million in television. JWT, however, has a strong hold on network tv supremacy with $91 million. Its nearest rival in network, Young & Rubicam, is at the $70.5 million level.

BBDO in 1960 was on the receiving end of some large account shifts. Last year, BROADCASTING predicted, "the full billing effect . . . ought to be felt next year." The estimate now: BBDO should come in with $100.8 million in broadcast billing, a total that this year places it in third place (fifth last year) ahead of both Y&R and McCann-Erickson.

Y&R this year is No. 4 at $95.7 million in radio-tv, followed by McCann-Erickson at $91.9 million and Benton & Bowles at $83 million. Leo Burnett is maintaining a remarkable climb ($10.1 million ahead of 1960) even though it remains in the No. 7 slot. Ranked next in broadcast billings are Dancer-Fitzgerald-Sample with $69.3 million; N. W. Ayer with $63 million, and William Esty with $60 million.

Among the trends this year:

Medium-sized agencies appeared to make impressive gains in broadcast billings, presaging possible leveling off (in time) of some billing peaks among the top 50.

Radio appeared to get less attention among a few top agencies but remained a high billing medium with such majors as BBDO, N. W. Ayer, McCann-Erickson and William Esty.

At the low end of the top 50, the rising billings have lifted the "cut-off level" from $6.9 million in 1960 to $7 million this year. For the most part, the 50 agencies listed this year are the same ones appearing last year (Cohen & Aleshire was absorbed by Donahue & Coe; Post & Morr formerly was known as Gordon Best).

Following are brief individual descriptions of the agencies in 1961's top 50 list:

J. Walter Thompson: Combined tv-radio billing: $125 million; $115 million in television ($91 million in network, $24 million in spot); $10 million in radio ($2.5 million in network, $7.5 million in spot); tv-radio share of overall billing: 49%.

This year was one of "ups" and "downs" for J. Walter Thompson, but the "ups" were more frequent than the "downs." The No. 1 agency in radio-tv as well as overall billing was dealt a staggering blow when Schlitz Brewing decided to shift its $16 million account to Leo Burnett, effective in July. But it offset this defection by picking up the $10 million Chesterfield-Oasis-Duke business, effective in July and Liggett & Myers' $16 million filter cigarettes' account from Dancer-Fitzgerald-Sample effective in October.

JWT also bolstered its account position during the year by capturing an estimated $6 million in business from Lever Bros.; $3.1 million from Congoleum-Nairn; $2.5 million from Pittsburgh Plate Glass and $1 million from

The biggest agencies in these categories

In . . .	Agency	Billings
. . . Total broadcast billings	J. Walter Thompson	$125 million
. . . Total television billings	J. Walter Thompson	$115 million
. . . Tv network billings	J. Walter Thompson	$91 million
. . . Tv spot billings	Ted Bates	$55.1 million
. . . Total radio billings	McCann-Erickson	$23.8 million
. . . Radio network billings	McCann-Erickson	$5.5 million
. . . Radio spot billings	McCann-Erickson	$18.3 million

Rinso Blue. During the year, JWT lost a host of small accounts totalling about $4 million in billing. The estimated billing figures represent considerable broadcast buying in the fourth quarter by Liggett & Myers and Pittsburgh Plate Glass, new acquisitions, plus increased activity from an old client, Standard Brands.

J. Walter's hefty investment in network television is for a long list of advertisers. A sampling of clients and their network programs include Lever on *Candid Camera, Calvin and The Colonel,* and *Have Gun Will Travel;* Eastman Kodak and RCA on the Walt Disney color series; Ford Motor on *Hazel;* Kraft on *Perry Como's Music Hall;* Scott Paper on *Window on Main Street* and *Father Knows Best* (reruns); Quaker Oats on *Ichabod and Me;* Brillo Mfg. Co. on *Bus Stop* and *Ben Casey;* Seven-Up Bottling on *International Showtime.* Thompson clients were represented on many daytime network shows—among them were Lever, Quaker Oats, R. T. French and Standard Brands.

Many of the network tv advertisers also were busy in spot tv. Among them were Ford and various Ford dealer associations, Seven-Up, Lever, Standard Brands, R. T. French, Scott Paper, Champion Spark Plug and The Reader's Digest Assn.

Ted Bates & Co.: Combined tv-radio billing $117.5 million; $112.3 million in television ($57.2 million in network; $55.1 million in spot); $5.2 million in radio (all spot); tv-radio share of overall billing: 83%.

Ted Bates' climb in the tv world is accentuated this year by an impressive $12.5 million hike in broadcast billing (it was up $10 million last year over 1959). Without doubt tv is the big billing medium at Bates: an increase recorded of some $7 million. The agency also lifted its radio-tv share from 79% to 83%.

Mobil Oil Co. joined the Bates family this year, Minute Maid Co. was lost and the agency resigned Lehn & Fink. As an agency that practices participations in network buying, Bates has clients and shows galore both in day and night hours.

The network advertiser list: American Chicle, Brown & Williamson, Carter Products, Colgate-Palmolive (including *Ed Sullivan Show, Checkmate* and *Perry Mason* on CBS-TV, and *Detectives* and *Thriller* on NBC-TV), Continental Baking Co. (mostly daytime), Food Mfrs. (also in daytime), International Latex (participating, Mobil Oil, Standard Brands, Warner-Lambert, and Whitehall Labs and Boyle-Midway, both American Home Products' divisions.

Spot-business volume is from the same companies (also American Sugar

TOP 50 AGENCIES

All dollar figures are millions

		Combined Broadcast Billing
1.	J. Walter Thompson	$125
2.	Ted Bates	117.5
3.	BBDO	100.8
4.	Young & Rubicam	95.7
5.	McCann-Erickson	91.9
6.	Benton & Bowles	83
7.	Leo Burnett	75.6
8.	Dancer-Fitzgerald-Sample	69.3
9.	N. W. Ayer	63
10.	William Esty	60
11.	Compton	58.6
12.	Lennen & Newell	56.7
13.	Foote, Cone & Belding	51.5
14.	Kenyon & Eckhardt	46.2
15.	Sullivan, Stauffer, Colwell & Bayles	41.2
16.	Campbell-Ewald	32
17.	Grey	30.5
18.	Needham, Louis & Brorby	28.8
19.	Cunningham & Walsh	28.5
20.	D'Arcy	28.4
21.	Norman, Craig & Kummel	25.5
22.	Erwin Wasey, Ruthrauff & Ryan	23.2
23.	Wade	21.2
24.	Campbell-Mithun	19
	Maxon	19
26.	Gardner	18.61
27.	Doherty, Clifford, Steers & Shenfield	18.2
28.	Tatham-Laird	18.1
29.	Ogilvy, Benson & Mather	16.7
30.	Grant	15
31.	W. B. Doner	13.6
32.	Parkson	13.5
33.	Fuller & Smith & Ross	13.1
34.	Geyer, Morey, Madden & Ballard	12.5
35.	Donahue & Coe	11.8
36.	D. P. Brother	11.6
37.	Keyes, Madden & Jones	11.4
38.	Doyle Dane Bernbach	11.3
39.	Guild, Bascom & Bonfigli	11.1
40.	Lawrence C. Gumbinner	10.6
41.	Edward Weiss	10.1
42.	Clinton E. Frank	10
43.	Mogul, Williams & Saylor	9.3
44.	Reach, McClinton	9
45.	North	8.93
46.	Post & Morr	8.2
47.	Hicks & Greist	7.8
48.	MacManus, John & Adams	7.7
49.	Honig-Cooper & Harrington	7.1
50.	Kastor, Hilton, Chesley, Clifford & Atherton	7
	Fletcher Richards, Calkins & Holden	7

NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.

.....AND THEIR 1961 RADIO-TV BILLINGS

Total Tv	Tv Network	Tv Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change ($) From 1959	
$115	$91	$24	$10	$2.5	$ 7.5	49%	—$ 1	1
112.3	57.2	55.1	5.2	....	5.2	83%	+ 12.5	2
84	52	32	16.8	1.8	15	40%	+ 9.3	3
86.5	70.5	16	9.2	4.8	4.4	44.5%	— 10.3	4
68.1	51	17.1	23.8	5.5	18.3	46%	— 13.1	5
80.5	43	37.5	2.5	0.5	2	75%	+ 2.5	6
69.3	47.2	22.1	6.3	0.3	6	59%	+ 10.1	7
62.5	39	23.4	6.9	1.5	5.4	66%	+ 6.9	8
43.5	20	23.5	19.5	2.5	17	40%	+ 5.2	9
46	39	7	14	2	12	70%	+ 3.75	10
56.8	28.8	28	1.8	0.9	0.9	65%	+ 8.6	11
54	36	18	2.7	....	2.7	63%	+ 18.7	12
46.5	29.8	16.7	5	1.2	3.8	51%	+ 5.5	13
42	35.7	6.3	4.2	0.4	3.8	49.4%	— 1.4	14
35.4	27.4	8	5.8	....	5.8	66%	+ 9.2	15
26	21	5	6	4	2	33.3%	+ 1.5	16
22.2	15.8	6.4	8.3	0.8	7.5	53.5%	+ 4.3	17
23.7	19.2	4.5	5.1	0.9	4.2	55%	+ 2.6	18
21	10	11	7.5	0.5	7	49%	— 3.5	19
20.9	9	11.9	7.5	1.2	6.3	35%	+ 1.9	20
23.3	18.4	4.9	2.2	0.2	2	75%	+ 8.8	21
20.9	17.4	3.5	2.3	0.5	1.8	36%	— 2.3	22
21.1	12.3	8.8	0.1	....	0.1	81%	+ 0.4	23
13	7.5	5.5	6	....	6	48%	+ 2	24
17.6	16.3	1.3	1.4	0.1	1.3	59%	+ 1.13	
15	3.61	7	8	0.25	3.36	46.5%	— 1.1	26
16	11.2	4.8	2.2	0.4	1.8	68%	+ 2.6	27
16.2	8.2	8	1.9	0.45	1.45	68%	— 6	28
15	8.3	6.7	1.7	0.3	1.4	36%	— 0.5	29
12	4	8	3	0.5	2.5	43%	+ 0.3	30
8.5	4	4.5	5.1	0.5	4.6	80%	+ 2.1	31
13.5	12.8	7	....	....	.....	85%	— 1.3	32
12.4	9.6	2.8	0.7	....	0.7	25%	— 0.6	33
7	3	4	5.5	2.5	3	32%	+ 2.5	34
8.7	4.8	3.9	3.1	0.8	2.3	34%	+ 2.2	35
9.1	8.7	0.4	2.5	2	5	33%	+ 0.45	36
10.2	4.2	6	1.4	0.2	1.2	52%	— 0.6	37
9.6	5.2	4.4	1.7	....	1.7	25%	— 2.1	38
9.7	7	2.7	1.4	0.1	1.3	69%	— 0.7	39
7.3	2.8	4.5	3.3	0.3	3.0	45%	+ 3.1	40
8.5	5.9	2.6	1.6	1.0	0.6	55%	+ 1.1	41
9.3	7.1	2.2	0.7	....	0.7	50%	+ 2.5	42
7.3	3	4.3	2	....	2	48%	— 0.1	43
8.7	4.6	4.1	0.3	....	0.3	35%	+ 1	44
8.9	4.8	4.1	0.03	0.03	.....	56%	+ 0.56	45
6.4	2.1	4.3	1.8	0.6	1.2	68%	*	46
5.3	1.3	4	2.5	0.1	*2.4	51%	+ 0.4	47
4.4	3.5	0.9	3.3	2.3	1	17%	— 2.2	48
5.1	....	5.1	2	....	2	45%	*	49
4.75	0.75	3.75	2	0.2	1.8	30%	— 2	50
3.6	0.1	3.5	3.4	2.9	0.5	18%	*	

* Indicates agency was not listed in top 50 last year.

Refining, Frenchette and Schmidt's in radio and also Morton Frozen Foods, Frenchette, Chase Manhattan Bank, Scott Paper Co., Louis Marx & Co. and National Biscuit in tv). Example of broadcast involvement encouraged by Bates: new client Mobil Oil participates in 13 ABC-TV shows, 8 CBS-TV programs and is in spot tv.

BBDO: Combined tv-radio billing $100.8 million; $84 million in television ($52 million in network, $32 million in spot); $16.8 million in radio ($1.8 million in network, $15 million in spot); tv-radio share of overall billing: 40%.

BBDO's broadcast billing rose by almost $9 million, mainly because of increased spending by Pepsi-Cola Co. and Du Pont and by the acquisition of new accounts, including Smith-Corona Marchant, the Building Product Div. of Armstrong Cork Co. and the Pepsi-Cola Bottling Co. of Los Angeles. The billing increase reflects for the entire year of 1961 Pepsi-Cola and Dodge business, obtained in the spring of 1960.

The agency's most formidable gain in 1961 was made in network tv, which jumped by $7 million over 1960. BBDO's most active clients in network tv include Pepsi-Cola on ABC-TV's *Steve Allen Show*, Du Pont on the *Du Pont Show of the Week* on NBC-TV, General Electric Co. on CBS-TV's *General Electric Theater*, General Mills on NBC-TV's *National Velvet*, Campbell Soup Co. on NBC-TV's *Father of the Bride*, U. S. Steel Corp. on *U. S. Steel Hour* and Armstrong Cork on the *Armstrong Circle Theatre* (both on CBS-TV). Among the major network participating advertisers mentioned above are American Tobacco Co., Ocean Spray Cranberries, Dodge cars and Rexall Drug Co.

Among BBDO's top spot advertisers are Du Pont, Dodge, Pan-American Coffee Bureau, Smith-Corona, General Mills, General Electric and Ocean Spray.

Young & Rubicam: Combined tv-radio billing $95.7 million; $86.5 million in television ($70:5 million in network, $16 million in spot); $9.2 million in radio ($4.8 million in network, $4.4 million in spot); tv-radio share of overall billing: 44.5%.

Y & R's broadcast billing declined from an estimated $106 million in 1960 to $95.7 million this year. The agency's overall billing is reported to have increased slightly to about $215 million but the radio-tv share fell to 44.5% from 50% in 1960.

The most striking dip was made in spot television. Y & R placed about 7.5% of its overall billing in spot tv this year, as against approximately 12% in 1960. The agency's expenditures in network tv rose slightly, but in radio as a whole fell by about $800,000.

The most substantial account loss at Y & R this year involved the $6 million American Airlines business which transferred to Doyle Dane Bernbach. The agency also lost portions of the Gulf Oil business amounting to about $2 million in 1961. But an agency coup, which offset the losses, was the acquisition of the $9 million Hunt Foods business from Fitzgerald Adv., New Orleans.

Y & R continued its busy pace on network television, assigning its clients to programs on all three networks. Prominent tv advertisers and the number of programs in which they participate are: American Home Products (7); Beech-Nut Life Savers (20); Bristol-Myers Co. (27); the Drackett Co. (6); General Foods Corp. (16; Johnson & Johnson (15) and Procter & Gamble (6).

Spot advertisers in the Y & R fold include Hunt Foods, Bristol-Myers, Borden, Armour & Co., American Home Products, Chrysler Corp., General Cigar, Goodyear Tire & Rubber Co., Thomas J. Lipton, P & G, Remington Rand, Beech-Nut Life Savers, Bristol-Myers, Drake Bakeries, General Foods and Travelers Insurance Co.

McCann-Erickson: Combined tv-radio billing $91.9 million. $68.1 million in television ($51 million in network, $17.1 million in spot); $23.8 million in radio ($5.5 million in network, $18.3 million in spot); tv-radio share of overall billing: 46%.

The billing data includes both McCann-Erickson and McCann-Marschalk, both subsidiaries of Interpublic Inc., although a spokesman pointed out that this will be the last year for consolidated figures. Radio-tv spending by McCann showed a decline of almost $13 million, caused in part by McCann-Erickson's

Salada Tea spot campaign rebuts radio's detractors

A solid boost for spot radio was seen last week in Salada Tea's decision to switch its entire advertising budget into a year-long radio campaign in more than 20 markets.

The budget, spent almost entirely in newspapers in the past, was estimated at $1.5 million, but the circumstances and implications of the move—putting 100% reliance on radio to do the entire advertising job—were considered by many observers to be even more important than the actual monetary figures.

Salada's decision runs directly counter to the position taken by those who feel that radio's sales story has not been getting across successfully enough to some buyers (BROADCASTING, Oct. 30). Salada's switch to radio already has gone into effect but had not been announced pending preparation of a statement of details, which is being released today (Nov. 20).

The radio investment, made through Cunningham & Walsh, involves from 40 to 70 announcements a week in each of the 20-plus markets. The commercials, produced by Stan Freberg, employ a light treatment of the tea industry's overall "take tea and see" campaign.

Wonderful Response ▪ The announcement, issued through Radio Advertising Bureau, which figured prominently in the advertiser's decision, quoted Bob Palmer, media supervisor for the Salada account, as saying that "response from people has already been wonderful. Shoppers, grocers, advertisers are complimenting us on the campaign."

Mr. Palmer said that, for example, when Salada Tea marketing manager W. B. Horsey checked into a New York hotel a few nights ago, "the room clerk, noting his firm, told him how much he enjoyed the Salada commercials."

RAB made a sales presentation to Salada officials in Boston last August, stressing drop-off of newspapers outside city limits and the relative strength of radio in those areas. Before that, the tea company had tested radio in Canada and was said to be favorably impressed with the sales effectiveness of the medium.

Salada was reported planning all-out merchandising support for the campaign. The company's salesmen are to be issued portable tape recorders so they can play the commercials for supermarkets, food brokers and distributors. Cunningham & Walsh reported that, in addition, many stations have contributed merchandising suggestions of their own, ranging from a tea party for women listeners to a number of on-the-air contests.

It's FIFTH Avenue in NEW YORK . . .

It's MAIN STREET in Ohio's Third Market

The very fact that Dayton has a Main Street—as do many other communities within range of our signal—says something significant. Not that we're bucolic, we trust, but that we are a kind of people who aren't ashamed of Main Street. Programming to an audience like this requires an understanding of that attitude. It is not New York programming. It is Dayton-area programming which, for more than twenty-five years, has won WHIO and WHIO-TV the respect accorded to an understanding friend. And, gentlemen of the media buying world, if we're not monumentally sophisticated, it may pleasure you some to know we're mighty well fixed. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte, North Carolina

WHIO AM—1290 KC FM—99.1 MC

WHIO-TV CBS Channel 7 Dayton Ohio

THE PGW

COLONEL'S MAJORITY

The TV and Radio stations represented by **PGW** serve areas where a majority of the nation's automobiles and automotive accessories are bought and sold; rented; gassed, oiled and serviced.

And the **PGW** Colonels in our ten offices from coast to coast are ready, willing and very able to show you the best ways to reach these millions and millions of car owners and renters with spot television in these productive markets. Won't you give us a call?

FOR SPOT TELEVISION

EAST–SOUTHEAST		CHANNEL	PRIMARY
WAST	Albany-Schenectady-Troy	13	ABC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem-Greensboro	12	NBC

MIDWEST–SOUTHWEST			
WCIA-TV	Champaign-Urbana	3	CBS
WOC-TV	Davenport-Rock Island	6	NBC
WHO-TV	Des Moines	13	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
WMBD-TV	Peoria	31	CBS
KPLR-TV	St. Louis	11	IND
KARD-TV	Wichita	3	NBC
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN and WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO

COLONEL'S MAJORITY

The TV and Radio stations represented by PGW serve areas where a majority of the nation's automobiles and automotive accessories are bought and sold; rented; gassed, oiled and serviced.

And the PGW Colonels in our ten offices from coast to coast are ready, willing and very able to show you the best ways to reach these millions and millions of car owners and renters with spot television in these productive markets. Won't you give us a call?

FOR SPOT TELEVISION

EAST - SOUTHEAST	CHANNEL	PRIMARY
WAST	Albany-Schenectady-Troy	13	ABC
WWJ-TV	Detroit	4	NBC
WPIX	New York	11	IND
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C.	10	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	13	ABC
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WSFA-TV	Montgomery	12	NBC-ABC
WSIX-TV	Nashville	8	ABC
WDBJ-TV	Roanoke	7	CBS
WSJS-TV	Winston-Salem-Greensboro	12	NBC

MIDWEST - SOUTHWEST			
WCIA-TV	Champaign-Urbana	3	CBS
WOC-TV	Davenport-Rock Island	6	NBC
WHO-TV	Des Moines	13	NBC
WDSM-TV	Duluth-Superior	6	NBC
WDAY-TV	Fargo	6	NBC

		CHANNEL	PRIMARY
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wisc.	3	CBS
WCCO-TV	Minneapolis-St. Paul	4	CBS
KSD-TV	Peoria	74	NBC
KMOX-TV	St. Louis	11	CBS
KAKE-TV	Wichita	10	ABC
KFDX-TV	Shreveport	3	NBC
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS

MOUNTAIN and WEST			
KBOI-TV	Boise	2	CBS
KDTV	Denver	9	ABC
KONA-TV	Honolulu	11	CBS
KTLA	Los Angeles	2	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS

P G W

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

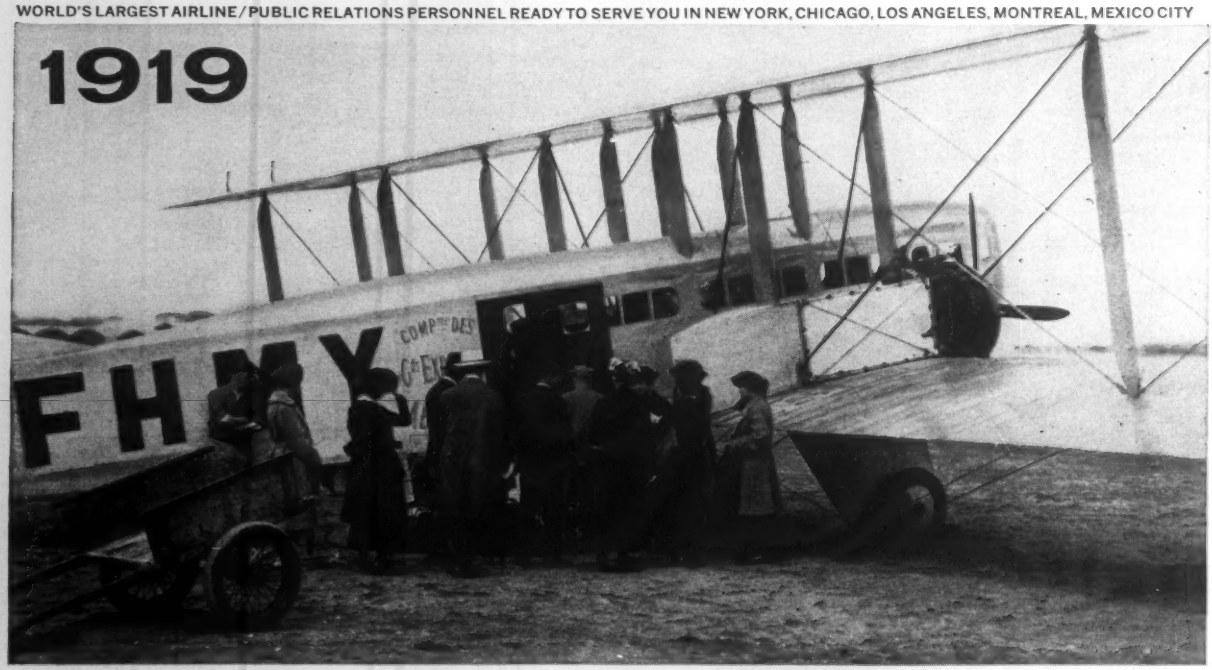
NEW YORK ATLANTA DETROIT FT. WORTH LOS ANGELES
CHICAGO BOSTON ST. LOUIS DALLAS SAN FRANCISCO

FIRST IN WORLD-WIDE PASSENGER EXPERIENCE

The time: February 8, 1919. The place: Le Bourget Airport, Paris. The plane: a Farman "Goliath." The event: the first scheduled international passenger flight in history! And when the "Goliath" touched down in London after a two-and-one-half-hour flight, the company to be known as Air France had pioneered a new concept in transportation. A concept that led Air France to similar "firsts" in Africa and South America... and ultimately made it the world's largest airline. Since 1919, fantastic changes have taken place in every aspect of air travel. Swift Air France jets speed to the far corners of the world. Passengers relax in luxury... enjoy gourmet French meals. And they enjoy the two hallmarks of every Air France flight: experience and dependability. Which is why Air France is the world's largest airline, with a 42-year record of flying experience and service. **New Booklet:** Write Air France, P.O. Box 113, New York 10, New York, for a 52-page illustrated booklet, "Air France, World's Largest Airline."

AIR FRANCE JET

WORLD'S LARGEST AIRLINE / PUBLIC RELATIONS PERSONNEL READY TO SERVE YOU IN NEW YORK, CHICAGO, LOS ANGELES, MONTREAL, MEXICO CITY



loss of the $10 million Liggett & Myers (Chesterfield, Oasis, Duke) business; the $4 million Bulova account and approximately $3 million worth of Colgate-Palmolive billing.

The McCann companies showed signs of recovery later in the year, acquiring several substantial accounts, but much of this billing will be reflected primarily in 1962. Between them, McCann-Erickson and McCann-Marschalk picked up $6 million of business from Minute Maid, plus a large number of smaller accounts including Elgin Watch, Scripto Inc., Tidy House and the Coca-Cola Bottling Co. of Los Angeles.

During 1961 clients on network television included the Brunswick Corp., Coca-Cola Co., Colgate-Palmolive Co., Best Foods Div. of Corn Products, Derby Foods, Liggett & Myers, National Biscuit Co. and Speidel. The long list of spot advertisers is dominated by such big spenders as the Nestle Co., General Motors (Buick), Coca-Cola Co., Colgate-Palmolive, Helene Curtis Industries, National Biscuit, Dorothy Gray Ltd., Derby Foods and Swift & Co. Network radio clients were the Brunswick Corp., California Packing Corp., Esso Standard Oil Co., Lucky Lager Brewing Co. and Tidy House.

Benton & Bowles: Combined radio-tv billing $83 million; $80.5 million in television ($43 million in network, $37.5 million in spot); $2.5 million in radio ($0.5 million in network, $2 million in spot); share of overall billing: 75%.

Benton & Bowles' radio and television billing comes chiefly from Procter & Gamble, General Foods, Philip Morris (Parliament, Benson & Hedges and A.S.R. Products), S. C. Johnson and now Texaco (acquired from Cunningham & Walsh earlier this year).

B&B this year bought sponsorship in at least 10 top prime-time tv network shows—five for Procter & Gamble, including *The Rifleman* (ABC-TV); *Dick Van Dyke Show* (CBS-TV); *Car 54, Where Are You?* (NBC-TV), and five for General Foods Inc., including *Bugs Bunny* (ABC-TV) and *The Danny Thomas Show* and *The Andy Griffith Show* (CBS-TV). It also places considerable business in daytime shows and in participations. The agency, light in spot radio billing, used heavy spot tv schedules for four accounts—Procter & Gamble, General Foods, Philip Morris and Norwich Pharmacal Co. The agency lost Schick, a busy broadcast advertiser that billed $3 million overall, but replaced it with the additional tobacco business plus Texaco.

Leo Burnett: Combined radio-tv billing, $75.6 million; $69.3 million in television ($47.2 million in network, $22.1 million in spot); $6.3 million in radio ($300,000 in network, $6 million in spot); share of overall billing: 58.9%.

Burnett's 1961 broadcast billing shows an all-around, steady gain of just above $10 million over 1960. No single account acquisition or account billing increase appears to explain the growth—most of the agency's clients seem to be spending more in broadcast.

Burnett during the year has had a total of 14 clients using network tv, nine with at least some prime-time billing. These advertisers include Procter & Gamble, with *Joey Bishop Show, Car 54, Where Are You?* and *The Detectives,* on NBC-TV, and *The Real McCoys* (ABC-TV) as well as Maytag, with *Steve Allen Show,* and *The Roaring Twenties* (ABC-TV).

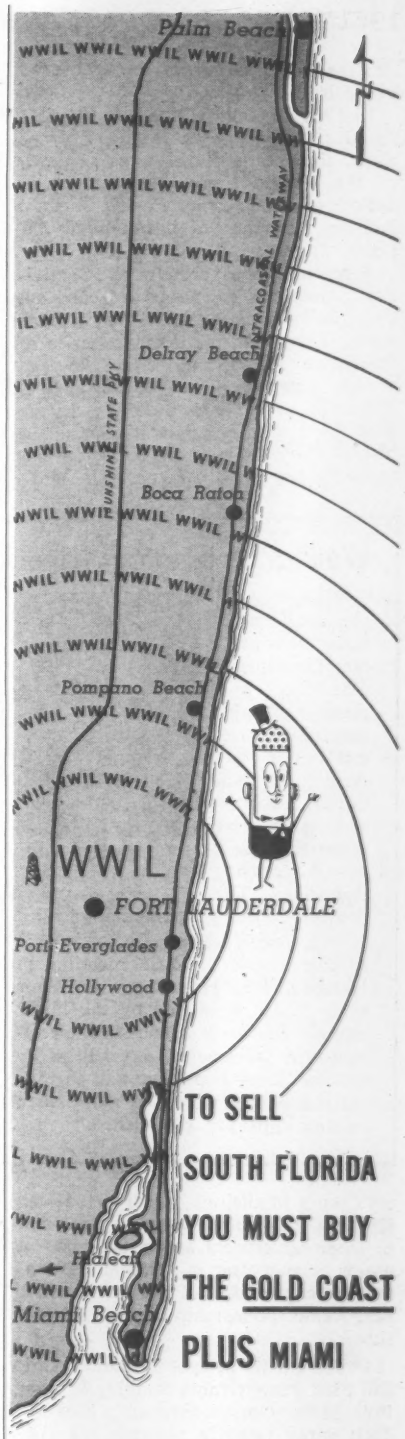
Spot radio and television advertisers include Allstate Insurance Co., Cracker Jack Co., Kellogg, Philip Morris Inc., Parker Pen Co., Procter & Gamble, Schlitz Beer, Swift meats and The Tea Council.

Dancer-Fitzgerald-Sample: Combined tv-radio billing $69.3 million; $62.4 million in television ($39 million in network, $23.4 million in spot); $6.9 million in radio ($1.5 million in network, $5.4 million in spot); tv-radio share of overall billing: 66%.

D-F-S continues to show remarkable billing strength, climbing in both television and radio. The agency lost L & M cigarettes to J. Walter Thompson, but acquired Coty plus other minor (in broadcast) accounts. Among the network tv activity during the year: L & M's appearance in *87th Precinct* and *Dr. Kildare* on NBC-TV, and *Checkmate, Twilight Zone, Eyewitness to History* and *Gunsmoke,* all CBS-TV. Sterling Drug is in *Thriller* (NBC-TV) and *Kildare* on NBC-TV, and *Route 66* and *Perry Mason* on CBS-TV. Peter Paul on ABC-TV is in *Ozzie & Harriet* and *The Roaring 20s.* Among other buying: Frito's has a daytime participating schedule on ABC-TV and General Mills uses daytime and early-evening participations. Spot activity includes these clients plus regionals such as Falstaff Brewing.

N. W. Ayer & Son: Combined tv-radio billing $63 million; $43.5 million in television ($20 million in network, $23.5 million in spot); $19.5 million in radio ($2.5 million in network, $17 million in spot); tv-radio share of overall billing: 40%.

Ayer's broadcast billing is well ahead of last year's $57.8 million. This year's increases for spot tv-radio can be traced largely to a shift from network tv by Plymouth and Valiant. Ayer also can



TO SELL SOUTH FLORIDA YOU MUST BUY THE GOLD COAST PLUS MIAMI

WWIL 1580 KC — 10,000 WATTS Day, 5,000 WATTS Night
WWIL-FM 103.5 MC — 33,000 WATTS

Fort Lauderdale, Florida

REPRESENTED BY WEED

cite the *Bob Newhart Show* sponsored by Sealtest.

In 1961, Ayer lost Blue Bell Inc. and the Gordon Baking Co. It gained *Newsweek*, the Home Furnishings Division of the Textile Fibers Department of duPont and the former Capital Airlines billings, now merged into United Air Lines.

A roundup of Ayer network tv activities: American Telephone & Telegraph Co., (*Bell Telephone Hour, Bell Science* series, *Threshold,* a three-part series of 90-minute shows, and one *CBS Reports*); Corning Glass (*Investigators, Maverick, Thriller*); duPont's Lucite Wall Paint (participations in four shows plus *DuPont Show of the Week*); Johnson & Johnson (*Donna Reed,* for Arrestin Cough Medicine), and P. H. Hanes Knitting (*Captain Kangaroo*). Some of these advertisers are in spot tv. A major tv spot user is Atlantic Refining (major league baseball in four areas and year-round sponsorship of 39 tv weather shows).

Other clients in spot tv-radio: Ohio Oil, First Pennsylvania Banking & Trust, Polk Miller Corp.'s Sergeant's Flea and Tick Spray (also in network tv) Hills Bros. Coffee, Howard Johnson's Frozen Foods, Illinois Bell Telephone, Hamilton Watch and Steinway & Sons (the last two fm radio users).

William Esty Co.: Combined tv-radio billing $60 million; $46 million in television ($39 million in network, $7 million in spot); $14 million in radio ($2 million in network, $12 million in spot); tv-radio share of overall billing: 70%.

William Esty's top network clients are R. J. Reynolds Tobacco (it handles all of the cigarette brands), Union Carbide, Ballantine and Thomas Leeming. Three (Reynolds, Carbide and Leeming) are in *Saturday Night at The Movies* on NBC-TV, and Reynolds also participates in 7 other prime-time network shows. Union Carbide is in a total of seven shows in prime time and Ballantine's billing continues with Mitch Miller on NBC-TV. Each of these clients is a spot advertiser, and Esty handles purchases in network radio on behalf of some of them.

Compton Adv.: Combined tv-radio billing $58.6 million; $56.8 million in television ($28.8 million in network, $28 million in spot); $1.8 in radio ($900,-

Lennen & Newell: Combined tv-radio billing $56.7 million; $54 million in television ($36 million in network, $18 million in spot); $2.7 million in radio (all in spot); tv-radio share of overall billing: 63%.

The agency's heavy involvement with television raised L & N's billing in the broadcast media to an all-time high. Radio investment also jumped by almost $2 million, reflecting increased activity by spot advertisers.

L&N clients invested a larger portion of their budgets this year in network television. Pace-setting advertisers included Lorillard on the *Ed Sullivan Show, Hennesey, The Price Is Right* and *Cain's Hundred;* Colgate on various daytime shows and on *The Outlaws* and *Rawhide;* The American Gas Assn. on the *Barbara Stanwyck Show*, and Best Foods on daytime programs. Spot tv advertisers included Lorillard, Colgate, Cluett-Peabody, Cities Service, Armstrong Rubber Co., and the McCormick Co. (tea and spices).

Foote, Cone & Belding: Combined tv-radio billing $51.5 million; $46.5 million in television ($29.8 million in network, $16.7 million in spot); $5 million in radio ($1.2 million in network, $3.8 million in spot); tv-radio share of overall billing: 51%.

Network tv received the largest share of FC&B's broadcast billings increase ($5.5 million) during the year. Network is up by $4.2 million and spot tv gained some $1.3 million.

FC&B's leading network tv adverseven daytime and five night-time shows; seven daytime and five nighttime shows; Kimberly-Clark (*Defenders*); S. C. Johnson (*Red Skelton, Garry Moore, Gunsmoke*); Menley & James (Contac, a new cold remedy) which participates in nine daytime and nighttime shows on CBS-TV; and Hallmark Cards (*Hallmark Hall of Fame*). Sunbeam has a heavy schedule on NBC-TV; General Foods' S.O.S. cleanser and Kool-Aid also are active in network. Paper-Mate is in *American Bandstand.*

FC&B's Chicago office lost $2 million in Minneapolis Honeywell Regulator business in April. Lever's Airwick also moved out this year. Accounts gained: Purex Corp.'s Wrisley and Cuticura lines of drugs and toiletries (by the Los Angeles office) as well as Seaboard Finance (effective Jan. 1, 1962) and Menley & James.

Tv spot advertisers include Armour, Kimberly-Clark, General Foods, Sunkist Growers, Angostura-Wupperman, Savarin coffee, Clairol, Lever, Halo, Hawaiian Pineapple, Paper-Mate, Purex, Trans-World Airlines, Zenith Radio,

Weir cites agency 'frivolity' with clients

Mr. Weir

Walter Weir, chairman, executive committee, Donahue & Coe Inc., proposes a "major research project" for the Assn. of National Advertisers and the American Assn. of Advertising Agencies. The problem: agency-client relationships.

In a speech delivered at the AFA's second district annual meeting in Hershey, Pa., Nov. 11, Mr. Weir said: "I am dismayed by the blithe manner in which agency-client relationships are severed—as well as by the needlessly expensive and theatrical manner in which so many such relationships are established."

"End result is that an $11 billion industry functions in a most frivolous manner. Agencies stress and strain to please clients for the wrong reasons. They spend inordinate amounts of time and money searching for new business to protect flanks. Agencies point out it takes about two years to build an effective account team and all is lost unless the account stays put. They know too that every time a million-dollar account is lost overhead must be trimmed and about 10 people must go."

Calling upon advertisers to give this matter "serious study," Mr. Weir said they must understand agency economics and operations, the dangers of shifting millions of dollars from one agency to another on a "silly whim." Advertisers have much more to lose than the agencies themselves, he concluded.

Man, they're on our trail—and GAINING!

You know how many wimmin listen regularly to WDAY Radio, in the Fargo area? The latest 55-county Pulse Area Report gives us 155,100 grow'd-up females—which is 42% more than the second station! (6 a.m. to 12 midnight, Mon. thru Fri., March-April, '61.)

At times, this audience gets as high as 87% more wimmin than Station B (7 to 9 a.m.).

We must admit we like the ladies. If you do, too (for commercial reasons, that is) you really got no other choice than WDAY Radio, the big adult-preferred station in the Red River Valley! Ask PGW.

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

1961 TOP 50 BROADCAST AGENCIES continued

B. F. Goodrich and Menley & James.

Kenyon & Eckhardt: Combined tv-radio billing $46.2 million; $42 million in television ($35.7 million in network, $6.3 million in spot); $4.2 million in radio ($400,000 in network, $3.8 million in spot); tv-radio share of over-all billing: 49.4%.

Broadcast billing fell slightly during the year at K&E. The agency lost about $4 million from the defection of various Lever Bros. brands and A.S.R. Products. A major portion of this loss was recouped in a budget increase by the makers of Metrecal, the Edward Dalton Co. Division of Mead Johnson & Co.

Network television was assigned a heavy share of expenditures for K & E clients and among the more active advertisers were the Lincoln-Mercury Division of the Ford Motor Co., Edward Dalton Co., National Biscuit Co., Eldon Industries Inc. (a new client), American Chicle Co. and Beecham Products Inc. K & E customers also participated in a variety of special programs—Lincoln-Mercury on *Leonard Bernstein and the New York Philharmonic*, Shell Oil Co. on *Shell's Wonderful World of Golf* and Pabst Brewing Co. on American Football League telecasts.

Sullivan, Stauffer, Colwell & Bayles: Combined tv-radio billing $41.2 million; $35.4 million in television ($27.4 million in network, $8 million in spot); $5.8 million in radio (all spot); tv-radio share of overall billing: 66%.

The assignment of Lever Bros.' detergents this year was a major factor in SSC&B's $8.9 million increase in tv billing. Lever's activity in spot radio led to a $300,000 boost in radio billing.

Among SSC&B clients active this year in network tv and in spot radio and tv: American Tobacco (Pall Mall cigarettes) in *Thriller, Tales of Wells Fargo* and *Joey Bishop*; Carter Products, in *Hawaiian Eye, Douglas Edwards News, Sunday News Special* and *Pro Football Kickoff*; Lever, in network tv daytime shows for All detergent, plus *Have Gun, Will Travel* for Lifebuoy; Thos J. Lipton (*Jack Benny*); Noxzema Chemical, a participant in eight network shows; Best Foods Div. of Corn Products Co. (Shinola), in six CBS-TV shows including *Investigators* and *Frontier Circus;* Sperry & Hutchinson Co. (*Dinah Shore*), and Bulova Watch, in six nighttime shows on NBC.

SSC&B's other major tv accounts include Block Drug (*Jack Paar, Ben Casey* and others); Vick Chemical (eight CBS daytime shows), Sterling Drug and Duffy Mott Co. The agency has not lost any accounts this year.

Campbell-Ewald Co.: Combined tv-radio billing $32 million; $26 million in television ($21 million in network, $5 million in spot); $6 million in radio ($4 million in network, $2 million in spot); tv-radio share of overall billing: 33⅓%.

CE is network heavy, and has reversed a trend this year: its radio-tv share is back up. Otherwise the billing picture is about the same as in the past. Chevrolet dropped the *Dinah Shore Show* during the year, picked up *Bonanza* on NBC-TV, and continued with *My Three Sons* on ABC-TV and *Route 66* on CBS-TV. It has billed also on Danny Kaye's one-time appearance on CBS-TV this season, and has United Motor Service (Delco) on *Game of the Week* on CBS-TV. Chevrolet is in network and spot radio; UMS also is in spot radio as is General Motors Acceptance Corp. Spot tv advertisers include National Bank of Detroit and Detroit Edison.

Grey Adv.: Combined tv-radio billing $30.5 million; $22.2 million in television ($15.8 million in network, $6.4 million in spot); $8.3 million in radio ($800,000 in network, $7.5 million in spot); tv-radio share of over-all billing: 53.5%.

Grey boosted its broadcast money by more than $4 million over 1960, with old-line accounts such as Revlon and Block Drug raising its radio-tv investment and new funds accruing from P. Lorillard for Old Gold Spin Filters. The biggest gain was in network tv which added $2.6 million over 1960.

Network tv business was provided by Lorillard, Procter & Gamble (Lilt), Mennen Co., Revlon, Block Drug, General Electric Photo Lamp Dept., Lionel Corp., and Ideal Toy Co. The active spot advertisers were Greyhound, Hoffman Beverages, Hudson Pulp & Paper Corp., Ideal Toy, Lorillard, Martinson Coffee, Mennen, Palm Beach Co., Phillips-Van Heusen Corp., Revlon, P & G, Ward Baking Co. and Shwayder Bros.

Needham, Louis & Brorby: Combined radio-tv billing $28.8 million; $23.7 million in television ($19.2 million in network, $4.5 million in spot); $5.1 million in radio ($900,000 in network, $4.2 million in spot); share of over-all billing: 55%.

NL&B, which gained more than $2 million in broadcast billing in 1961, had eight clients in network tv—Campbell Soup, Humble Oil, S. C. Johnson, Kraft Foods, Mars Inc., Massey-Ferguson, Renault and State Farm Insurance. Together, these clients have time in 18 prime-time network tv shows and nonprime specials and daytime participations. Among the agency's nine spot tv users are Household Finance Co., Kraft Foods, Mars Inc. and Campbell Soup. NL&B bought spot radio this year for 10 clients, including Rival Packing Co., Morton Salt, Renault, Humble Oil and Kraft. The agency's two network radio advertisers are Campbell Soup and International Minerals & Chemical Corp.

D'Arcy Adv.: Combined tv-radio billing $28.4 million; $20.9 million in television ($9 million in network, $11.9 million in spot); $7.5 million in radio ($1.2 million in network, $6.3 million in spot); tv-radio share of overall billing: 35%.

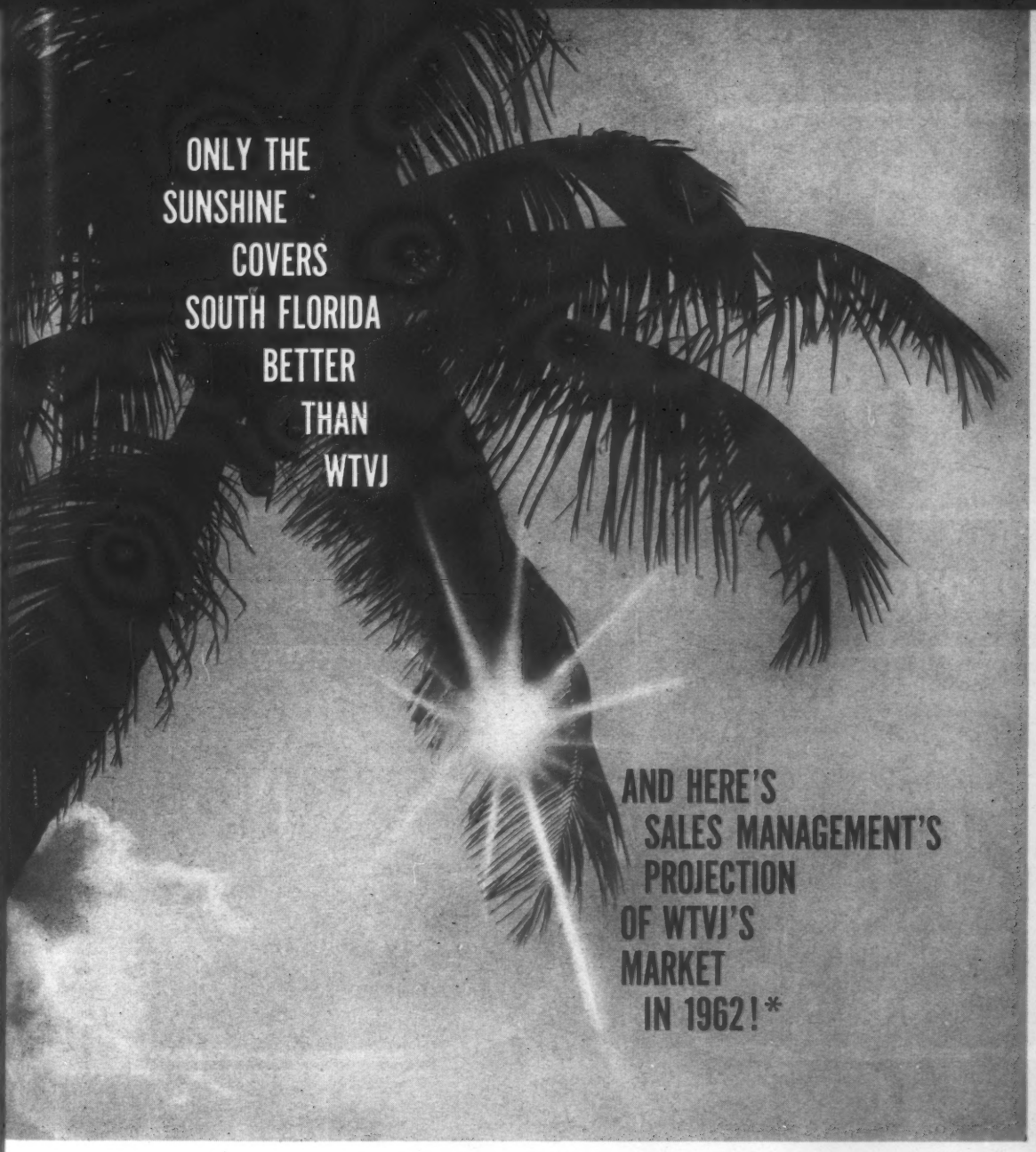
D'Arcy observers attribute its increase in billing this year to two factors—steeper media costs and added business from Breast O' Chicken Tuna. No significant account changes were made during the year. D'Arcy's heavy tv billings include participations during daytime hours in network, and spot tv throughout the day for such clients as Colgate-Palmolive (Halo), Anheuser-Busch, Studebaker-Packard, Gerber Baby Foods and Standard Oil (Indiana). Studebaker-Packard was represented in early-evening time on CBS-TV's *Mr. Ed* series. Other advertisers active in spot tv and radio include Royal-Crown Cola and Lenox China.

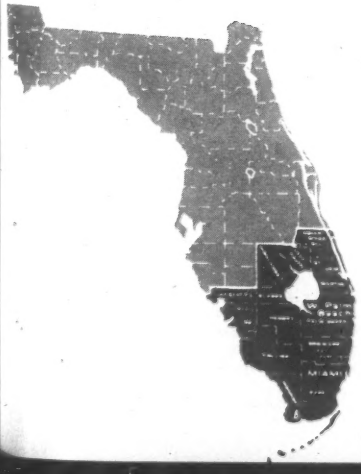
ARBITRON'S DAILY CHOICES

Listed below are the highest ranking television shows for each day of the week Nov. 9-15, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

Date	Program and Time	Network	Rating
Thur., Nov. 9	**Dr. Kildare** (8:30 p.m.)	NBC-TV	25.4
Fri., Nov. 10	**Route 66** (8:30 p.m.)	CBS-TV	21.8
Sat.. Nov. 11	**Perry Mason** (7:30 p.m.)	CBS-TV	28.1
Sun., Nov. 12	**Bonanza** (9 p.m.)	NBC-TV	28.7
Mon., Nov. 13	**Price Is Right** (8:30 p.m.)	NBC-TV	23.8
Tue., Nov. 14	**Garry Moore Show** (10 p.m.)	CBS-TV	25.8
Wed., Nov. 15	**Wagon Train** (7:30 p.m.)	NBC-TV	31.0

Copyright 1961 American Research Bureau





Population	**1,939,690**	**Income**	**$4,284,882,000**
Households	**634,310**	**Retail Sales**	**$3,316,763,000**

WTVJ covers 14 counties with the area's only unduplicated network signal. WTVJ consistently pulls top ratings, too . . . delivers greatest share of audience in both Miami and Palm Beach**. Only WTVJ will give your schedule complete coverage of the South Florida market.

*Marketing on the Move, Sales Management Nov. 10, 1961

**Miami, June '61 ARB
Palm Beach, March '61 ARB

WTVJ CBS TELEVISION IN SOUTH FLORIDA

A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

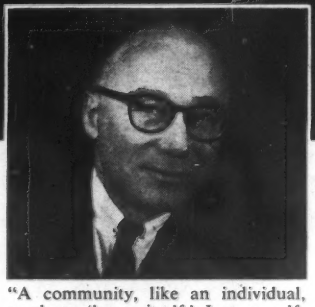
WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WVOS-TV
WFGA-TV
(Affiliate)

'Panorama' on WNBF-TV, Binghamton

PRIME-TIME SERIES on WNBF-TV, 'Panorama' examines major facets of the community's political, economic and cultural life. It features such informed personalities as (A) Secretary Goldberg (B) leading editors and newswriters from the station's 19-county area (C) Governor Nelson Rockefeller (D) leaders among foreign students at Cornell University.

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**



"A community, like an individual, needs to 'know itself.' Just as self-knowledge strengthens a man, so does it provide a cohesive force for community progress. At WNBF-TV, we feel nothing can better serve the public interest than to provide the means to such an end. So we developed 'Panorama'—a carefully-produced prime-time series to give our entire community a deeper understanding of its people, its resources and its future."

GEORGE R. DUNHAM
General Manager, WNBF-TV

Spotlighting matters of local significance

'Panorama' deals with vital questions: How is the crisis in education being met *locally?* How do foreign students at a *local* university regard our nation and its citizens? How do *local* police maintain 24-hour protection? How has *local* employment been increased and diversified?

Presenting informed answers to such questions, in a way that captures community attention, is a constant challenge. It keeps the Public Affairs Division of WNBF-TV on-the-go...to Mansfield State Teachers College to see how students of tomorrow will be trained . . . to the Binghamton Police Department for a day-and-night stretch with patrols . . . to Cornell University to arrange a foreign-student panel . . . even to Washington, D. C. to put on camera Secretary Goldberg's helpful views on a major *local* development, the battle for revived economy at Scranton.

Every month, for more than a quarter-million families, 'Panorama' examines some important facet of community life. Each program is telecast in prime time for maximum viewing. Response has been thoughtful and gratifying.

Along with comment from local leaders, 'Panorama' triggered newspaper articles on local highway problems, with liberal use of direct quotes from the program.

'Panorama' is always timely. Emphasis is always local. Evidence of thoroughness in its over-all planning can be gained from the fact that the West End Brewing Company of Utica, after reviewing the format and preliminary scripts, decided to sponsor the program from its very first telecast.

To Blair-TV, creative public-affairs programming by great stations like WNBF-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

1961 TOP 50 BROADCAST AGENCIES continued

Cunningham & Walsh: Combined tv-radio billing $28.5 million; $21 million in television ($10 million in network, $11 million in spot); $7.5 million in radio ($0.5 million in network, $7 million in spot); tv-radio share of overall billing: 49%.

The big news at Cunningham & Walsh during the year was unfortunate news: the termination of a long-standing client relationship with Texaco, said to be billing approximately $14.5 million, of which perhaps as much as $12 million is said to be in broadcast. The loss is being felt in the fourth quarter of 1961. Andrew Jergens, however, has increased its allocation to broadcast (invests in daytime network participations). American Machine & Foundry as well as Boyle-Midway's participations in American Home Products' programs continue to pace the agency's broadcast operations. Salada, a new account, is spending considerably in spot radio (see page 30). C&W also lost Revell (toys) and Smith-Corona Marchant.

Norman, Craig & Kummel: Combined tv-radio billing $25.5 million; $23.3 million in television ($18.4 million in network, $4.9 million in spot); $2.2 million in radio ($200,000 in network, $2 million in spot); tv-radio share of overall billing: 73%.

Norman, Craig & Kummel is moving into 1962 with increased billing (it has just picked up the bulk of the Revlon business to add to a portion it already had) and with a greater volume of radio-tv. Its jump in broadcast billing amounts to nearly $10 million, a hefty increase that's most noticeable in network. NC&K now has a formidable list of clients in network tv: Colgate-Palmolive, Chesebrough-Pond's, Hertz and Dow Chemical among them. Heavy spot advertisers include these and Revlon (which is also in network). Another coup for the agency: The heavy-broadcast-billing Schick account which moved its approximate $3 million billing from Benton & Bowles early in the year.

Erwin Wasey, Ruthrauff & Ryan: Combined tv-radio billing $23.2 million; $20.9 million in television ($17.4 million in network, $3.5 million in spot); $2.3 mililon in radio ($500,000 in network, $1.8 million in spot); tv-radio share of overall billing: 36%.

Billing at EWR&R was off slightly more than $2 million in 1961, mirroring a sharp pruning of radio expenditures by about $5 million. Television billing rose more than $2 million. Carnation Milk was the pace-setter in network tv billing but other business in this area was provided by Dutch Master Cigars and Staley Mfg. Spot activity was from KLM Airlines, General Electric, Campana Sales, Carnation and Thermo-Fax Corp.

Wade Adv. Inc.: Combined radio-tv billing: $21.2 million; $21.1 million in television ($12.3 million in network, $8.8 million in spot); $100,000 in radio (all spot; share of overall billing: 81%.

Wade's broadcast billing which is almost entirely in television remained about the same as in 1960. Active tv advertisers are Miles Labs, Toni's Deep Magic, International Milling Co., Fannie May candies and Campana Sales.

Campbell-Mithun: Combined tv-radio billing $19 million; $13 million in television ($7.5 mililon in network; $5.5 million in spot); $6 million in radio (all spot); tv-radio share of overall billing: 48%.

C-M moved up $2 million, with its biggest gain $1.5 million) registered in radio. Network tv increased $1 million and spot tv dropped $500,000.

Active in network tv were Theo. Hamm Brewing Co., Pillsbury Mills, Wilson Sporting Goods and American Dairy Assn. Heavy spot tv clients include Hamm, Malt-O-Meal Co., Pillsbury and Top-Value Stamps. Principal spot radio clients: Hamm, Northwest Orient Airlines, Top-Value Stamps and Pillsbury. New clients include part of the Minneapolis-Honeywell account and Admiral Television Corp.

Maxon Inc.: Combined tv-radio billing $19 million; $17.6 million in television ($16.3 million in network, $1.3 million in spot); $1.4 million in radio ($100,000 in network, $1.3 million in spot); tv-radio share of overall billing: 59%.

Maxon continues its steady growth this year, showing its nearly $1 million gain chiefly in network tv and slipping just a bit in overall radio billing. As usual, Gillette is a top Maxon broadcast client, particularly as a heavy user of network sports. The agency lost only D. W. G. Cigar Corp. (used syndicated shows), with billing attrition to become effective at yearend, but picked up a few accounts—among them A. E. Staley (Diaper Sweet and Blue Raindrops), McKesson & Robbins and Norcliffe Labs.

Gardner Adv. Co.: Combined tv-radio billing $18.6 million; $15 million in television ($7 million in network, $8 million in spot); $3.6 million in radio ($250,000 in network, $3.3 million in spot); tv-radio share of overall billing: 46.5%

Gardner felt a slight decline in television but its radio total is about the

same this year. Most of the loss was in network television. Gardner apparently is in a solid position for future gains, having added Procter & Gamble's Jif peanut spread and Dx Sunray Oil among other accounts during the year. It lost Chevrolet Dealers Assn. of Greater St. Louis, National Car Rentals and Wabash Railroad Co.

Network billing strength: Ralston Purina (*Leave it to Beaver* on ABC-TV), P & G (Duncan Hines) in daytime shows and Anheuser-Busch's NBC-TV regional sports schedule. Added to these advertisers, which are active in spot tv, the radio-tv spot heavies at Gardner include Grove Labs (Bromo-Quinine), P & G's Jif, General Electric, Pet Milk, A & P, Clark Bros. chewing gum and No-Cal. Pet Milk is in network radio (*Grand Ole Opry*).

Doherty, Clifford, Steers & Shenfield: Combined tv-radio billing $18.2 million; $16 million in television ($11.2 million in network, $4.8 million in spot); $2.2 million in radio ($400,000 in network, $1.8 million in spot); tv-radio share of overall billing: 68%.

DCSS's broadcast billing share increased 8% mainly because of a spot tv increase. In network tv are Better Vision Institute, Bristol-Myers Co., Eastman Chemical Products, Northam Warren Corp., and Standard-Triumph Motor Co. Bristol-Myers has used 11 network programs, while Northam Warren participated in four. DCSS has 11 clients in spot tv, including Bristol-Myers, Grove Labs, Jackson Brewing, Kimberly-Clark, Noxzema Chemical Co. and Shulton Inc. Grove Labs and Bristol-Myers were active in both network and spot radio, while Jackson Brewing, Chemway Corp., Narragansett Brewing, U. S. Tobacco and George Wiedemann Brewing used spot radio.

Tatham-Laird Inc: Combined tv-radio billing $18.1 million; $16.2 million in television ($8.2 million in network, $8 million in spot); $1.9 million in radio ($450,000 in network, $1.45 million in spot); tv-radio share of overall billing: 68%.

There's an evident drop-off in Tatham-Laird's radio-tv billing this year compared with last year and it shows up chiefly in network television, (down nearly $4 million from last year's estimates). Spot tv is reported to be off about $2 million. Radio remains the same. Procter & Gamble, Whitehall Labs, Boyle-Midway, Wander Co. and Mennen continue as the agency's big-gun network tv clients. Most of them also appear in spot as do Butter-Nut foods, General Mills, Bauer & Black and Serta Assoc. Network radio comes from Whitehall, Mennen and Abbott Labs, and spot radio from Clark Gas, P & G, Mennen and Butter-Nut. Butter-Nut was an account gained from D'Arcy (for 11 western states) this past year along with Bauer & Black (from Leo Burnett), Monsanto Chemical (from Needham, Louis & Brorby), and the confections division of Wander (no previous agency).

Ogilvy, Benson & Mather Inc.: Combined tv-radio billing $16.7 million; $15 million in television ($8.3 million in network, $6.7 million in spot); $1.7 million in radio ($300,000 in network, $1.4 million in spot); tv-radio share of over-all billing: 35.58%.

OB&M is only a shade (some $500,000) behind the 1960 broadcast level, and a full $1 million below its former mark in tv only. This is the agency that is placing almost all of the Shell business in newspapers this year. Network stalwarts at the agency include Bristol-Myers (Ban) in 12 programs; General Foods (Maxwell House) in such shows as *Mrs. G Goes to College* and *Father Knows Best* (CBS-TV), plus others (*Laramie, National Velvet* on NBC-TV, *Captain Kangaroo* on CBS-TV, etc.); Lever (Dove-Vim) in 6 shows; Pepperidge bread in several daytime programs and Helena Rubinstein in *Update* (Saturday afternoon show). The same advertisers with the addition of a brief Shell campaign and Schweppes make up the spot tv advertiser list. Shell, Tetley, Schweppes and Maxwell House are in spot radio. The agency lost Armstrong Cork but picked up KLM; Sears, Roebuck, and General Foods' Open Pit.

Grant Adv.: Combined tv-radio billing $15 million; $12 million in television ($4 million in network, $8 million in spot); $3 million in radio ($0.5 million in network, $2.5 million in spot); tv-radio share of overall billing: 43%.

An air of tranquility settled over the Grant shop in contrast to the client shuffling in 1960, when Dodge and other accounts moved out, but others such as Fiat moved in. Monarch wine withdrew this year.

Grant's broadcast clients include Landers, Frary & Clark, Penick & Ford, Fiat, Comet Rice, Swanson Cookie Co., Dr. Pepper (ABC Radio's *Flair* and four ABC-TV daytime shows), Warren Petroleum, Dip 'n' Sip Inc., Pacific Airlines, Alaska Airlines, Packard-Bell, Doric Co., Cain Products, Long Island Railroad and Jiffy Products.

W. B. Doner: Combined tv-radio billing $13.6 million; $8.5 million in television ($4 million in network, $4.5 million in spot); $5.1 million in radio ($500,000 in network, $4.6 million in spot); tv-radio share of over-all billing: 80%.

National Brewing's and Speedway Petroleum's heavy investments in broadcast media figure in W. B. Doner's $2.1 million jump. Spot tv's share is up $2 million from a year ago, even though network tv is down about $500,000. Network has essentially remained the same, but spot radio is up $600,000. The agency's broadcast share of over-all billing rose from 58% to 80% in one year.

New accounts also contributed to Doner's higher billing—R. G. Dun Cigar, Standard Drug, Bruning Paint and Henri's Food Products. Timex Corp. left the agency during the year.

Parkson Adv.: Combined tv-radio billing $13.5 million; $13.5 million in television ($12.8 million in network; $700,000 in spot); no reportable radio; tv

A tv success: the sale of bulk beef

An experimental spot tv campaign by Bruhn's Freezer Meat Co. in the Pittsburgh area may lead to the use of the medium by the distributor of bulk beef in other major cities of the country. Don Dayton, general manager of the Pittsburgh branch of Bruhn's, reports that the meat company conducted a five-week campaign on WIIC (TV) Pittsburgh and that the results were "truly amazing and rapid."

Mr. Dayton said Bruhn's had tried other media for six months but the results were unsatisfactory. Since the company sells only quarters and halves of beef and other meats, he pointed out, it had to pinpoint advertising to homes that owned freezers, largely middle-income and upper-income groups. Bruhn's decided on a one-minute spot campaign on the morning *Kay Neuman Show* on WIIC. Commercials stress that Bruhn's is a quality meat outlet. The first day the commercials appeared, he added, 29 persons drove to the company's plant outside of Pittsburgh and bought an average of 400 pounds per customer, and the sales pattern continued. Mr. Dayton said he is recommending to Bruhn's national headquarters that other branches use tv. He also suggests that the programming and commercial approach be similar to the one utilized in Pittsburgh.

Take a second look

(it's Duluth Motors, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Albuquerque, Atlantic City or Augusta!

Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

memo to:
Audrey Thorelius
As any Lansing listener survey for the past four years will tell you, WILS dominates the market.
• Here's one reason why the Lansing market is worth buying:
COST PER THOUSAND
26¢
based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)
• Here's one example how we dominate the Lansing market:
HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61
119
RADIO WILS LANSING
1320
24 HRS/DAY
5000 WATTS DAYS
1000 WATTS NIGHTS
represented exclusively by Venard, Rintoul and McConnell

share of overall billing; 85%.

Parkson's client is J. B. Williams Co., which is this year in network tv nearly as heavily as in the past, although it has diverted funds increasingly from network to spot. Its radio-tv billing has declined about $1.3 million, continuing a drop that was discernible a year ago when its total broadcast billing went down nearly $2 million. J. B. Williams this year has been in such network programs as *The Untouchables* and the *Lawrence Welk Show* on ABC-TV and is heavily engaged in daytime participations.

Fuller & Smith & Ross Inc: Combined radio and tv billing $13.1 million; $12.4 in television ($9.6 million in network, $2.8 million in spot); $700,000 in radio (all spot); tv-radio share of overall billing: 25%.

FSR's total broadcast billing fell $600,000 in 1961, even though the agency landed the Lehn & Fink Products account, worth about $2 million in tv billings, and three other broadcast accounts. Loss is attributed to Libbey-Owens-Ford Co.'s $2 million billings drop.

Tv network advertisers include Aluminum Co. of America (*Alcoa Premiere*, ABC-TV); Coats & Clark, Lehn & Fink, Matson Lines (daytime participations); Williamson-Dickie (special sports events on CBS-TV and NBC-TV), and Libbey-Owens-Ford (nighttime participations).

FSR bills in spot tv for 12 accounts, including Lehn & Fink Products; Hercules Powder Co., and McCulloch Corp. Active in spot radio are Alcoa, M. Polaner & Son, Cool-Ray Inc., National Gypsum Co., Eljer Div. of the Murray Corp., and Hans Hotterbasch Co.

Geyer, Morey, Madden & Ballard: Combined tv-radio billing $12.5 million; $7 million in television ($3 million in network, $4 million in spot); $5.5 million in radio ($2.5 million in network, $3 million in spot); tv-radio share of overall billing: 32%.

There were no major changes in GMM&B's broadcast billing picture in 1961, a year of growth through merger (acquiring The Caples Co. in November 1960 and Western Advertising Agency last April) which raised GMM&B's total volume to approximately $40 million. Billings are up in each area of broadcast media, for a total gain of $2.5 million over last year.

GMM&B's broadcast advertisers include: B. T. Babbitt, Lehn & Fink Products Corp., Irish International Airlines, Rambler dealer groups, American Motors (Rambler cars and Kelvinator washing machines, Sinclair Refining, Aabern Pharmacal, Illinois State Highway Toll Commission, Walker Mfg. (automotive accessories), DeKalb Agricultural Assn., J. I. Case, Richfield Oil Corp. of New York, and Union Pacific Railroad.

Donahue & Coe: Combined radio-tv billing $11.8 million; $8.7 million in tv ($4.8 million in network, $3.9 million in spot); $3.1 million in radio ($800,000 in network, $2.3 million in spot); tv-radio share of overall billing: 34%.

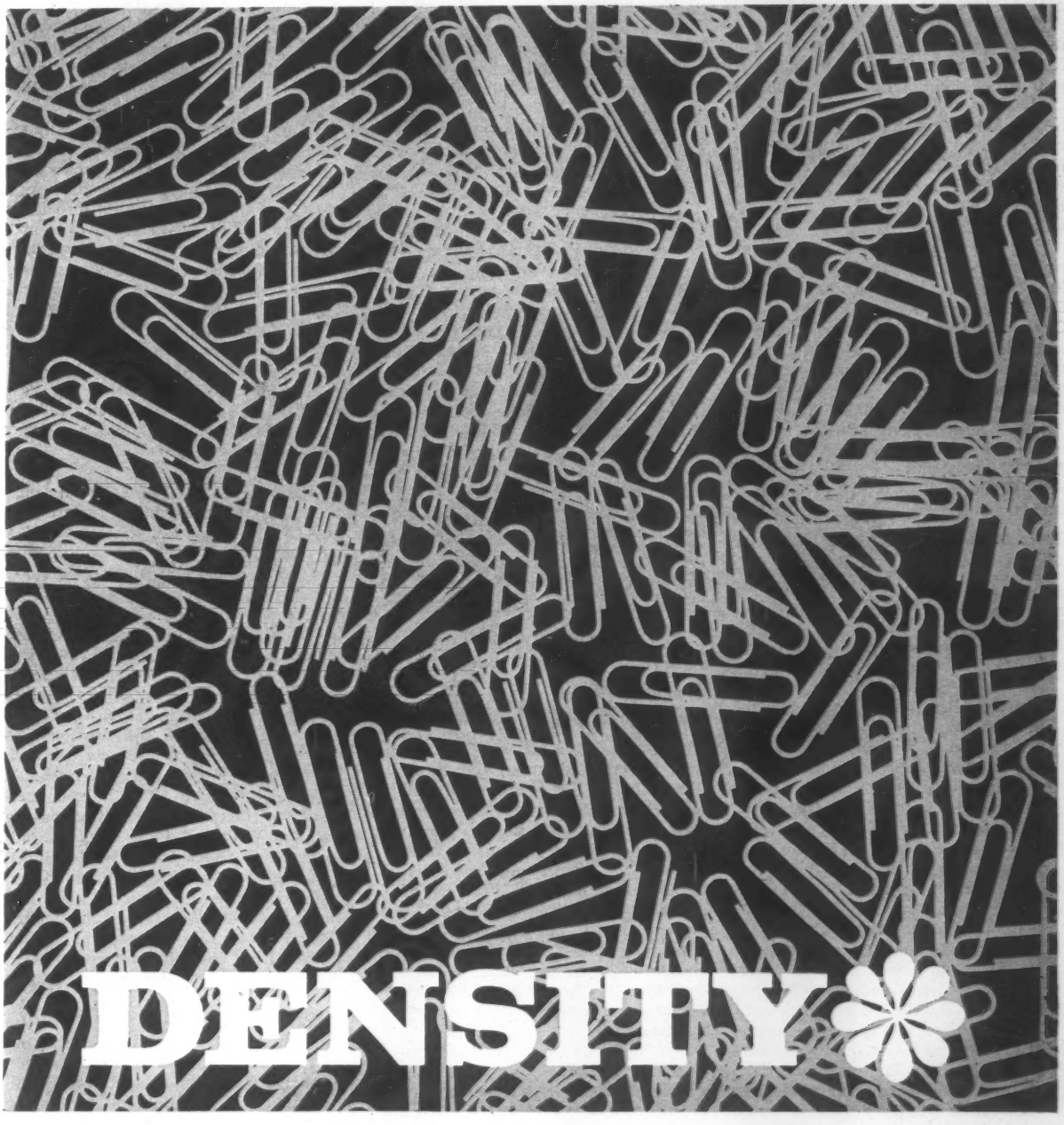
Donahue & Coe's most significant development of the year was its acquisition of the Cohen & Aleshire agency, reflecting in part its increase of $2.2 million in total radio-tv billing. Also this year, D & C obtained the spot radio Squirt Beverage business, but lost the Scripto pen account.

Columbia Pictures this fall moved into network program sponsorship—ABC-TV's *ABC Evening Report*. Other network tv clients: E. R. Squibb & Sons (also in *ABC Evening Report*): Bosco (*Dennis the Menace*); 4-Way Cold Tablets (*Today*); Foster Grant Sunglasses (*Today, This Is Your Life, Hong Kong* and others); Burlington Hosiery (*Today* and *People Are Funny*).

The agency's tv spot advertisers include: Arnold Bakers, River Brand Rice, MGM Pictures, *McCall's Magazine*, U.S. Tobacco, Columbia Pictures, E. R. Squibb, Bosco, 4-Way, Sarong, Dr. Scholl's Foot Products, and Security National Bank. Active network radio clients: Kiwi Polish, 4-Way, Burlington and Dr. Scholl. In spot radio: Kasco Dog Food, 4-Way, Lydia E. Pinkham, Arnold, Acnotabs, Bankers Trust, Columbia Pictures, MGM, Allied Artists among others.

D. P. Brother & Co.: Combined tv-radio billing $11.6 million; $9.1 million in television ($8.7 million in network, $400,000 in spot); $2.5 million in radio ($2 million in network, $500,000 in spot); tv-radio share of overall billing: 33%.

A slight increase in broadcast billing at D. P. Brother resulted from expansion in television by various General Motors Corp. divisions. Oldsmobile accounted for a large portion of the billing through its one-half sponsorship of CBS-TV's *Garry Moore Show*. Other GM units active in network tv are A. C. Spark Plug on *Laramie* and the Guide Lamp div. on *NFL Game of the Week*. Oldsmobile also sponsors *Lowell Thomas and the News* on CBS Radio. Clients in spot radio are Olds-



Compact, close, crowded . . . Providence, active "test" market, responsive "must buy" market chalks up record results from the penetration of WJAR-TV. Coverage conscious advertisers use WJAR-TV to reach more homes, more people in this most crowded market in the country . . . a reach that sells as it dominates.

ARB 1960 TV Homes **WJAR-TV**

NBC · ABC

Represented by
Edward Petry & Co. Inc.

mobile, General Motors Guardian Maintenance, A. C. Spark Plug, Harrison Air Conditioning and Rochester Carburetor divisions of GM.

Keyes, Madden & Jones: Combined tv-radio billing $11.4 million; $10.2 million in television ($4.2 million in network, $6 million in spot), $1.4 million in radio ($0.2 million in network, $1.2 all billing: 52%.

Brown & Williamson tobacco (Raleigh brand) dominates KM&J's billing in network tv with participations in *Bus Stop, Surfside Six, New Breed* and *Captain of Detectives.* B&W's Sir Walter Raleigh pipe tobacco continues cosponsorship of *Make That Spare.* The year's big loss was Congoleum-Nairn's withdrawal of $3.1 million billing.

Other KM&J regulars in broadcast media: Florists' Telegraph Delivery Assn., National Presto Industries, Revere Camera, Dr. West's Toothpaste and H. H. Hixon Co.

Doyle Dane Bernbach Inc.: Combined radio-tv billing $11.3 million; $9.6 million in television ($5.2 million in network, $4.4 million in spot); $1.7 million in radio (all spot); broadcast share of total billing: 25%.

DDB's broadcast billing dropped $2.1 million in 1961, mostly because of the loss of the Alpine cigarette account. Tv network was down by almost $5 million, again because of the Alpine loss plus Chemstrand's drop in network tv billing. Chemstrand, however, still participates in network tv (mostly daytime). Polaroid has been in 16 nighttime network tv shows this year, and in the *Today* show and the *Jack Paar Show* (both NBC-TV). Puritron Corp. uses *Jack Paar* also.

Spot tv clients include Olin Mathieson, El Al Airlines, Schenley Industries, Five Day Deodorant, Coffee of Colombia and Dreyfus & Co. Active spot radio accounts include American Airlines, Laura Scudder, Thom McAn shoes, Schenley Industries and West End Brewing.

Guild, Bascom & Bonfigli: Combined tv-radio billing $11.1 million; $9.7 million in television ($7 million in network, $2.7 million in spot); $1.4 million in radio $100,000 in network, $1.3 million in spot); tv-radio share of overall billing: 69%.

GB&B's broadcast billing dipped about $700,000. There was a de-emphasis of spot tv by some of its clients in favor of printed media. Ralston Purina continues as GB&B's leading broadcast account and is in such network programs as *Leave It to Beaver, The Hathaways, Expedition, Silents Please* and *Guestward Ho.* GB&B regained the Foremost Dairies account, estimated at about $4.5 million, from BBDO two months ago, but this billing will not have a substantial effect until 1962. Active spot accounts during the year included Skippy Peanut Butter, Ralston, Carling Brewing, Tidy House and Mary Ellen's Cookies.

Lawrence C. Gumbinner Adv. Inc.: Combined tv-radio billing $10.6 million; $7.3 million in television ($2.8 million in network, $4.5 million in spot); $3.3 million in radio ($300,000 in network, $3 million in spot); broadcast share of total agency billing: 45%.

Gumbinner, which appeared on the top 50 agencies list for the first time in 1960 with total broadcast billings of $7.5 million, has increased its total in 1961 by $2.5 million. Dual-Filter Tareyton cigarettes is currently the agency's only client using prime-time network tv (*Bachelor Father* and *Adventures in Paradise,* both ABC-TV). Other network tv advertisers are Block Drug Co. and Whitehall Labs. Spot tv advertisers are Block Drug, Whitehall, Q-Tips Inc. and American Tobacco. Three clients use network radio: Chap Stick Co,. *Redbook Magazine* and Block Drug. Spot radio advertisers include, Block Drug, Whitehall, American Tobacco and Chap Stick.

Edward H. Weiss & Co.: Combined tv-radio billing: $10.1 million; $8.5 million in television ($5.9 million in network, $2.6 million in spot); $1.6 million in radio ($1 million in network. $600,000 in spot); tv-radio share of overall billing: 55%.

Helene Curtis and Purex are among the advertisers who helped raise Weiss' tv-radio billing by $1:1 million over a year ago. Radio-tv spot and network radio benefited from this gain, while network tv's share declined $1.3 million.

Active broadcast clients include Helene Curtis (daytime shows plus *Thriller, Dick Powell, Saturday Night at The Movies, Jan Murray,* tv spot and network radio); Wishbone Salad Dressing (daytime shows). Carling Beer and Sealy Mattress use both tv and radio spot. Midas Muffler buys network ra-

Highbrows for Lowenbrau

A local spot radio campaign in Daytona Beach, Fla., to introduce Munich Lowenbrau draught beer was termed "a wonderful testimonial to the effectiveness of local spot radio creatively employed." Passing out the bouquet was Murray A. Valenstein, account executive for Lowenbrau's agency for national advertising, Leber & Katz Inc., New York, though the agency had no part in the campaign.

Looking for a way to stimulate his local draught-beer sales, distributor Ira Bickhart turned to Jerry Norman, commercial manager of WQXQ Daytona Beach. Mr. Bickhart's main problem was lining up several of the city's best restaurants and bars to sell his "quality" product. Mr. Norman suggested that WQXQ's good-music program format would reach the discriminating type of consumer who would help create a demand for Lowenbrau.

Mr. Norman first set a basic schedule of 24 one-minute announcements each week. But then he deviated from the routine approach. He called on Sari Smith, the station's copywriter, to prepare a series of tailor-made spots for the establishments which Mr. Bickhart considered his prime prospects. Station salesmen carried the pitch to each of the key retailers, who purchased an additional 18 spots for a total of 42 spots weekly.

Miss Smith created individualized copy to project the character of each restaurant or cocktail lounge. These were interspersed among the distributor's spots. For example, a half-hour after hearing the Lowenbrau spot, listeners would hear a spot for the "Olde Tymer Saloon," evoking all the gay nineties atmosphere of the establishment and stressing the fact that Lowenbrau was served on draught.

Starting June 7, the campaign ran continuously through Sept. 9, Monday through Saturday. Total cost of the campaign including advertising bought by outlets: $1,068.

Mr. Bickhart's goal for the introductory campaign was eight new accounts. These were signed up during the first three weeks. And from that point, in the words of the distributor, the problem was to keep distribution limited. He had promised exclusivity in a given area. Arrangements were made during the second month, however, to sign two more accounts. Demand at the consumer level was greater than the distributor had estimated.

Lowenbrau's area supervisor for the Daytona Beach market declared: "This was the most successful introduction of Lowenbrau-on-draught I have ever experienced in any market."

CLOBBERED ALL COMPETITION
FOR 2 CONSECUTIVE HOURS!

Starring
HUMPHREY BOGART
JOSE FERRER
VAN JOHNSON
FRED MacMURRAY

"The Caine Mutiny"...another great Columbia Post-48!

SALT LAKE CITY, SPECIAL ARB, SATURDAY, NOVEMBER 11, 1961			
TIME	STATION	PROGRAM	RATING
9:00- 9:30 P.M.	**KCPX-TV**	**THE CAINE MUTINY**	**25**
	Station "B"	SATURDAY NIGHT MOVIE and NEWS	18
	Station "C"	SEA HUNT	15
9:30-10:00 P.M.	**KCPX-TV**	**THE CAINE MUTINY**	**27**
	Station "B"	ALFRED HITCHCOCK	8
	Station "C"	PERRY MASON	20
10:00-10:30 P.M.	**KCPX-TV**	**THE CAINE MUTINY**	**26**
	Station "B"	CAPTAIN OF DETECTIVES	5
	Station "C"	PERRY MASON	21
10:30-11:00 P.M.	**KCPX-TV**	**THE CAINE MUTINY**	**30**
	Station "B"	CAPTAIN OF DETECTIVES	6
	Station "C"	NEWS and MOVIE	7

KCPX-TV has scheduled Columbia's Post-48's for its new once-a-week prime-time movie. The lead-off feature was "The Caine Mutiny" and the results were fabulous, out-rating the best of network competition! Other great Columbia Post-48 features of this caliber, such as "All The King's Men," "Death of a Salesman," "Miss Sadie Thompson," "Phffft" and "The Harder They Fall," are regularly taking top rating honors in city after city across the nation.

To make your feature programming tops in your market, contact

SCREEN GEMS, INC.
Television Subsidiary of Columbia Pictures Corporation

dio, the agency added Ekco products this year.

Clinton E. Frank Inc.: Combined tv radio billing $10 million; $9.3 million in television ($7.1 million in network, $2.2 million in spot); $700,000 in spot radio; tv-radio share of overall billing: 50%.

Clinton Frank's total broadcast billing rose $2.4 million this year. Reynolds Metals Co., Kemper Insurance, the Wurlitzer Co., Bissell Inc., North Woods coffee and the Toni Co. are in network tv. Reynolds Metals uses the *Dick Powell Show* (NBC-TV); others use non-prime time schedules. Active in spot tv: Bissell, Continental Oil, Fort Howard Paper, Toni and Quaker Oats among others. Twelve companies use spot radio, including majors Continental Oil, Quaker Oats, Bosch Brewing and Curtiss Candy.

Mogul Williams & Saylor: Combined radio-tv billing $9.3 million; $7.3 million in television ($3 million in network, $4.3 million in spot); $2 million in radio (all spot); tv-radio share of overall billing: 48%.

MW&S broadcast business remains constant with a year ago, with network tv up slightly, spot tv down $300,000 and spot radio off $200,000. A tv network highlight: successful introduction of Pacific Mills sheets on NBC-TV's *Jack Paar Show*. Accounts gained during the year—none lost—were Transogram, Eaton & Howard and Compax Corp. MW&S this fall acquired a west coast agency, Davis, Johnson, Andersen & Colombatto Inc., Los Angeles.

Other network tv advertisers: Esquire (*Checkmate, Wagon Train* and *Alfred Hitchcock*); Bonomo's Candy (*On Your Mark*); Adam Hats (*Jack Paar*). Spot tv advertisers: Rayco, Transogram, Breakstone Foods, Lite Diet Bread, Bonomo, Esquire, National Shoes and Ronzoni. Howard Clothes began sponsorship of sports programs on local radio. Nearly all MW&S spot tv advertisers also use spot radio.

Reach, McClinton Inc.: Combined radio-tv billing $9 million; $8.7 million in television ($4.6 million in network, $4.1 million in spot); $300,000 in radio (all spot); tv-radio share of overall billing: 36%.

Reach, McClinton, which gained about $1 million in broadcast billing over 1960, currently has three network tv clients: Breck (specials such as "The Power and the Glory" on CBS-TV); Prudential Insurance (*The Twentieth Century*, CBS-TV, and International Latex Corp., (participations). Among those active in spot tv are Isodine, International Latex, Breck and Lever Bros'. Praise. Spot radio advertisers include Prudential, New Jersey Bell, American Insurance and Berlitz.

North Adv.: Combined radio-tv billing $8.93 million; $8.9 million in television ($4.8 million in network, $4.1 million in spot); $30,000 in radio (all network); tv-radio share of overall billing: 56%.

North's broadcast billing for 1961 is virtually the same as in 1960 (a gain of $560,000); Toni and Gillette Labs divisions of the Gillette Co., Lanvin and Hazel Bishop are the major tv network and spot clients. For these advertisers, North placed orders on NBC-TV (*You Bet Your Life, Loretta Young Show, Jack Paar* and daytime participations); CBS-TV (*Miss America Pageant, Window on Main Street, What's My Line* and participations), and on ABC-TV (*Bandstand* and daytime participations).

Post & Morr Inc.: Combined radio-tv billing $8.2 million; $6.4 million in tv ($2.1 million in network, $4.3 million in spot); $1.8 million in radio ($600,000 in network, $1.2 million in spot); tv-radio share of overall billing: 68%.

Post & Morr (formerly Gordon Best Co.) rejoins the top 50 agencies after a year's absence with $8.2 million. Spot tv clients include Maybelline Co., Dumas Milner Co., Joseph Schlitz Brewing Co. (all of which also use network tv) and Squirt Bottling Co. and Comstock Foods. Radio clients include General Finance Co. which sponsors the White Sox baseball network.

Hicks & Greist Inc.: Combined radio-tv billing $7.8 million; $5.3 million in television ($1.3 million in network, $4 million in spot); $2.5 million in radio ($100,000 in network; $2.4 million in spot); tv-radio share of overall billing: 51%.

Hicks & Greist's total broadcast billing has risen $600,000 since last year, although its tv billing went down more than $1 million. Reason for the gain: an increase of $1.8 million in radio this year, almost all of it in spot. Clients using this medium through H&G are La Rosa, Westclox, Endicott Johnson, Metal Textiles, Power House, Taylor Reed and Sandran. The agency's network tv billing was divided among Fedders air conditioners, Endicott Johnson, Dixie Cups, and Sandran floor covering. Fedders participated in three NBC-TV shows (two in prime time) and four CBS-TV programs three in prime time). Sandran participated in *The Steve Allen Show* (ABC-TV), and *International Showtime* (NBC-TV). Endicott Johnson uses *Steve Allen* and Dixie Cups was on the Walt Disney program on ABC-TV.

MacManus, John & Adams: Combined tv-radio billing $7.5 million; $4.2 million in Television ($3.3 million in network, $900,000 in spot); $3.3 million in radio ($2.3 million in network, $1 million in spot); tv-radio share of overall billing: 17%.

MJ&A's broadcast clients trimmed their tv-radio expenditures $2.2 million from last year. Network tv is down $2.6 million, largely because of a Dow Chemical Co. tv cutback; tv spot is off $100,000, but network radio is up by $800,000, reflecting the use of radio by Minnesota Mining & Manufacturing (owns Mutual). Spot radio totaled $300,000 less than a year ago.

Pontiac (Victor Borge specials, *Surfside Six*), Dow and 3M (both in *Ben Casey*) are in network tv, and Pontiac and Cadillac are in tv-radio spot. Dow also uses spot radio. Pitman-Moore Division of the Dow Chemical Co. is a new MJ&A account.

Honig-Cooper & Harrington: Combined tv-radio billing $7.1 million; $5.1 million in tv spot; $2 million in radio spot; tv-radio share of overall billing: 45%.

Back on the top 50 agency list after an absence of one year, Honig-Cooper & Harrington places all its radio-tv billing in spot. Its billing this year is $400,000 below that of two years ago when it last appeared on the top 50 list. Tv accounts include Clorox Co.; Bank of California; Thrifty Drug Stores; Signal Oil & Gas, and United Vintners.

Kastor, Hilton, Chesley, Clifford & Atherton Inc: Combined tv-radio billing $7 million; $4.5 million in television ($750,000 in network, $3.75 million in spot); $2 million in radio ($200,000 in network, $1.8 million in spot); tv-radio share of overall billing: 30%.

Kastor Hilton's broadcast billings dropped $2 million from 1960, although the agency added spot tv clients. Top spot tv users include Smith Bros., Vic Tanny, Shulton Inc., Tintair, Snow Crop and Roche Labs. Spot radio advertisers include Roosevelt Raceway, Grand Union stores, Triple-S Blue Stamps, Snow Crop and Cuticura and Cutitone. Lone network tv sponsor is Tintair (daytime participations).

Fletcher Richard, Calkins & Holden: Combined tv-radio billing $7 million; $3.6 million in television ($100,000 in network, $3.5 million in spot); $3.4 million in radio ($2.9 million in spot, $500,000 in network); tv-radio share of overall billing: 18%.

Fletcher Richards, which with some $6 million in broadcast last year was in-

What famous communicator said what? Here's one that's short and sweet! A four-word statement, bearing the initial letters you see above. A **forward** statement, too—nothing diplomatic or couched about it. But as we've indicated, it has its sugary aspect—as well it should, coming from one so well-bred. Put your tête to the test—then check the answer below. En garde!

On the subject of famous communicators, the letters WWDC have long spelled **radio leadership** in the rich, ever-expanding Washington, D.C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate **your** sales message.

WWDC *Radio Washington*

. . . the station that keeps people in mind

Member of the Blair Group Plan . . . represented nationally by John Blair & Co.
And in growing Jacksonville, Fla., it's WWDC-owned WMBR

Marie Antoinette—"Let Them Eat Cake"

eligible for the top 50 list in 1960, is back in with $7 million. The increase is attributed to entry into the broadcast media by several of the agency's clients—U. S. Keds, Cinzano Vermouth and Oven Stick Cleaner, among others. Heublein Inc. (CBS-TV daytime participating schedule), is Fletcher Richards' only network tv client. Active in spot tv are Eastern Air Lines, Heublein, U. S. Rubber, J. P. Stevens, Folger's coffee and Revell Inc. Spot radio users include Naugatuck Chemicals, Cinzano Vermouth, Abercrombie & Fitch and U. S. Rubber.

Media buying: with or without numbers?

EASTERN AAAA GETS RUNDOWN ON COMPUTER, QUALITATIVE SELECTING

A new high-speed, computer-based system for finding the "best" possible media combinations for an advertising campaign shared audience attention with a session stressing the importance of qualitative factors in media buying last week at the Eastern Annual Conference of the American Assn. of Advertising Agencies.

These sessions were two of ten meetings that attracted a "cumulative audience" of some 1,500 agency people to the conference, held Tuesday through Thursday in New York. The meetings ranged across a broad field of agency problems and questions, including advertising's "image"; the need to make advertising more believable, likeable and trusted, and the varying roles of the agency account executives.

One session developed further details on an Institute for Motivational Research study which showed the public has developed a "more accepting" attitude toward commercials (BROADCASTING, Sept. 25). The same session also produced highlight findings from CBS-TV research on viewer reaction to specific commercial situations.

The session explaining the new computer system for media selection brought no mention of the possibilities of computers being used to buy spot radio and spot tv strictly on the basis of ratings—a possibility that has concerned broadcast salesmen for some time and which, according to computer experts, could be turned into reality quickly and simply if agencies wanted to use data-processing equipment in this way.

Details Available ▪ BBDO, which developed the system in conjunction with the C-E-I-R research organization and with the help of experts from three universities, directed its unveiling. The system, which employs linear programming mathematics, had been announced a few days earlier by BBDO (BROADCASTING, Nov. 13), which said that in the interests of more effective advertising the scientific principles will be made available on request to any agency, advertiser or advertising medium.

In addition the application of the principles—and use of the equipment to do the job—will be marketed under the trademark name "Mediametrics" by C-E-I-R through its subsidiary, American Research Bureau. The price will range from $1,000 to $6,000 per campaign depending on the size of the agency involved and the complexity of the campaign being developed. Subsequent modifications in the same campaign will be worked out for about $200 each. The marketing will be handled by ARB-C-E-I-R Mediametrics, headed by Jack L. Gross of ARB.

As explained by BBDO, C-E-I-R and other experts, the system involves first the translation of "every-day scheduling procedures" into mathematical language for the computer. The information fed in includes (1) a detailed "profile" of the advertiser's customers, the people he wants to reach; (2) a comparable "profile" of the audiences of the various media; (3) each unit of time and space available for potential use in the campaign, along with an indication of the agency's judgment of their relative values; (4) media costs, including discounts; and (5) budget available plus any other specific restrictions that may be set.

With this information the computer in minutes examines all possible combinations—which can run into the millions—comes up with the one which, mathematically, best meets the advertiser's requirements. One "real-life example," involving an unidentified food advertiser with a $4 million budget, posed 47 possible choices and the machine picked five media vehicles and designated the extent of usage—ranging from one unit of one vehicle to 624 of another—that would produce "the maximum value possible from an allowable combination of media."

Qualitative Judgment ▪ The speakers stressed that, far from putting emphasis on "the numbers" alone, the system elevates qualitative judgment to a new level of importance by requiring, among other things, that specific values be placed on intangibles which always figure in buying decisions but often are only loosely evaluated. In the same way, it was felt, the system would not replace people but actually might lead them to work more—or more productively—and in any case would give them more time for more important work.

"We will become less a buyer on strict cost-per-thousand alone, or on total audience alone," said Herbert Maneloveg, BBDO media vice president. "We will be made to apply logic, to apply judgment, to know our market, or insist that we be supplied with more information. Hopefully, no longer will

More stripes for ad agency recruits?

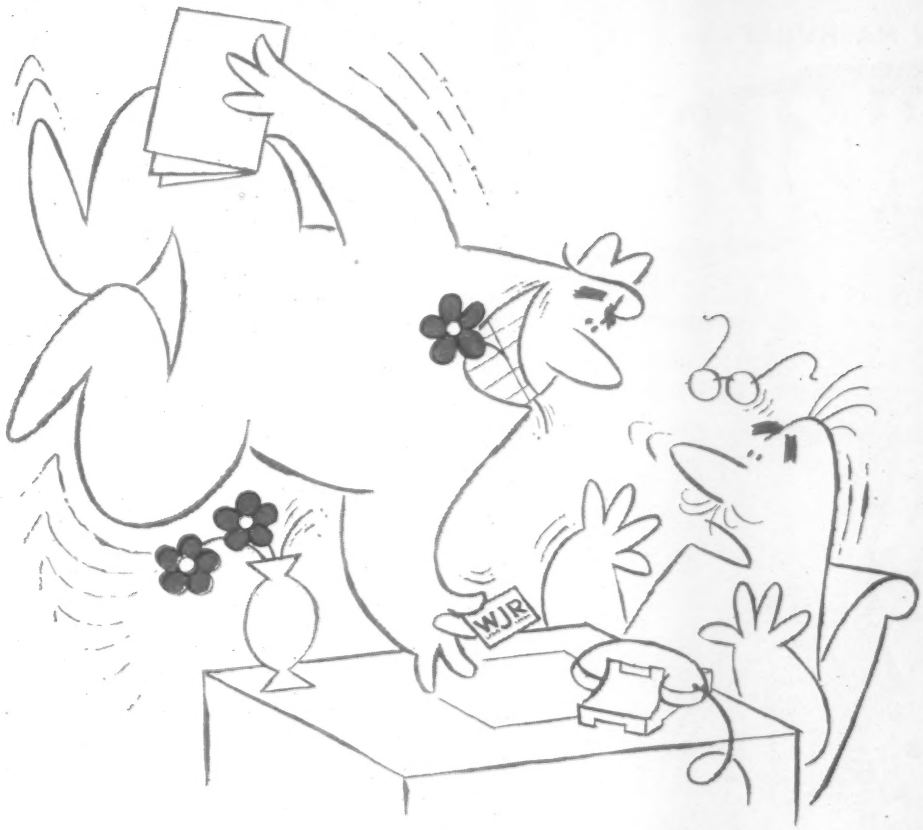
Some of the country's leading advertising agency officials were chided last week for their "start-them-in-the-mailroom" concept of training for new agency employes.

President Peter Sammartino of Fairleigh Dickinson U., addressing the Eastern Annual Conference of the American Assn. of Advertising Agencies (see above), said that so far as he could tell "you are not appealing to the college student to become one of you, nor are you recognizing any of his efforts to prepare himself for an advertising career."

Dr. Sammartino suggested that agencies—long worried about their new-manpower prospects—ought to "try to have as many students as possible consider advertising as a career from their very first or second year [in college]—but when they graduate, they should be started on a professional level," he added.

"A student who graduates in engineering does not start as a broom-pusher," he continued. "A biology major does not start as a bottle washer . . . Is advertising less of a professional field? You cannot lose anything by encouraging colleges to have an advertising major. What can you do? You can help us by granting money for experiments, by providing summer jobs, by coming in as guest lecturers not only for one session but for a short series."

Dr. Sammartino's speech dealt mainly with advertising's potential for changing this country's image abroad. "Advertising," he said, "can create a new concept of American business so that it may be welcome in most countries of the world" and thus "contribute to a change in the concept of America itself."



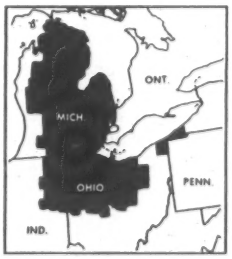
He's got acute politzomania . . . and it's catching!

When our sales reps saw the results of the 1961 WJR-Politz Study, they flipped! Now, normally they are quite an aggressive group. But this *really* got them. Their reaction to the contents of the study was far beyond our sales manager's fondest dreams. As one voice, they broke into a chant, "We love Politz, we love Politz!"

Alas, they had contracted acute politzomania.* And all it took was one exposure to one fact: Of the 175 stations mentioned in the 1961 WJR-Politz Study, one station—WJR—had 32% or 2,183,000 of the listeners. Since each rep left the office with his own copy of the complete study with *all* the facts, we thought it best to pass along a warning to all our friends in advertising:

Be patient. Our reps are so inspired that their enthusiasm just spills over. As they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects for your products. And these prospects are presented in a complete profile according to age, sex, socio-economic status, home ownership, radio listening habits, and other characteristics.

When you have this data in hand, just sit back and relax. Try not to be quite as conspicuous as our reps. But then who can fight politzomania?



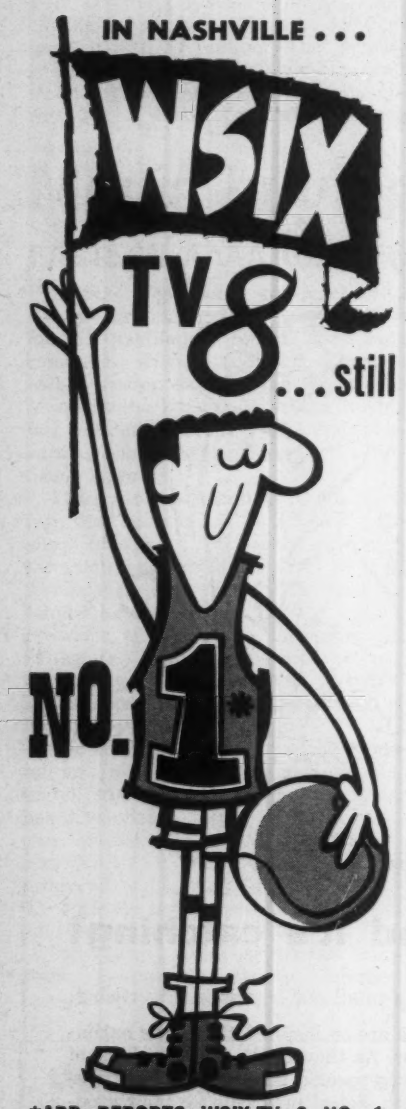
The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U. S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

* **po•lit•zo•ma•ni•a**—*newly discovered advertising affliction. Highly contagious. Identified by uninhibited displays of enthusiasm. Always found in WJR sales reps who have 1961 WJR-Politz Study in hand. Time-buyers and ad managers particularly susceptible. Wipes out sales resistance. Appears in flashes of marketing insight. Only known remedy: Sign the order!*



*ARB REPORTS WSIX-TV 8 NO. 1
in Metro Share of Audience and Total Homes Delivered, 6 to 10 P.M. Monday through Friday (*June ARB, 1961)

and NOW . . . 37th TV MARKET**
homes delivered, 6 P.M. to midnight, Sunday through Saturday (**ARB November, 1960 and March, 1961)

WSIX TV 8 NASHVILLE

Affiliated with WSIX AM-FM Radio
Represented by:
PETERS, GRIFFIN, WOODWARD, Inc.

we be buying media plans or building media plans in a vacuum."

Clark L. Wilson, BBDO research vice president, concluded the session. Other speakers, in addition to Mr. Maneloveg, were Milton Godfrey, C-E-I-R director of operations research and project director on "Mediametrics"; David Leaner, BBDO associate research director; William Cooper of Carnegie Institute, Abraham Charnes of Northwestern U., and Darrell B. Lucas of New York U.

Attitudes Changing ▪ The increasing "tolerance" of viewers toward commercials was noted by Irving Gilman, vice president of the Institute for Motivational Research, who substituted for IMR President Ernest Dichter at the creative session Thursday afternoon.

He said the "much more accepting attitude" now apparent stems "to a great extent" from "the new, more imaginative nature of television advertising. This change has been so great that an interesting switch seems to have taken place in popular attitudes toward television."

He cited an IMR study for KRON-TV San Francisco (BROADCASTING, Sept. 25) as the basis for these conclusions.

"When we analyze the way in which tv viewers respond to the new quality and the new advertising techniques on television," he said, "we find some very interesting responses. People will say these new-style commercials are more interesting and 'more fun.' They will describe commercials as 'enjoyable.' They will tell us, 'The Burgermeister commercials are cute,' or 'RCA has nice commercials,' and that 'the Dash commercials are very entertaining.'

"Sometimes they'll say that the advertising is informative, or that it is 'constantly improving,' or that 'tv commercials are one way of keeping up with new developments in the world.' If they are not distinctly enthusiastic about the advertising, viewers will at least bring to today's commercials a good-natured tolerance that was not evident ten or even three years ago."

Believability ▪ Mr. Gilman said the finding is an indication of what can happen when advertisers take the trouble to be original. "This kind of imaginative and believable advertising can command integrity and respect. The American people are not opposed to advertising per se. They realize that everyone is trying to sell something . . . and they regard selling as a natural and constructive activity. If advertising fulfills its promise and becomes in the deepest sense believable, they will certainly come to respect it, too."

Mr. Gilman spoke at a session on "how to advertise in the new climate," aimed at making advertising (1) believed, (2) liked and (3) trusted.

Durability and Taste ▪ Herbert Carlborg, CBS-TV director of program practices, told the group that CBS-TV's research has found that "the durability and continuing acceptance of a commercial after it has been repeated many times is directly correlated with its level of good taste. A commercial which does not raise questions of taste among viewers, and which ranks high on the acceptability scale does not deteriorate through continued exposure."

He said research on actual commercials, using CBS's long-established "program analyzer," had produced confirmation of many decisions made on grounds of taste and believability. Among these findings he cited:

"The introduction of semi-nudity had the effect of inducing an unfavorable response factor in a (bath oil) commereial that aside from this element was largely acceptable"; the "ideal scheduling" for bathroom-cleanser commercials is daytime, and "symbolism and animation used to present the use (of this type of product) and to establish principles relating to the product's performance contributed greatly to the acceptability index"; "unless scientific tests are carefully and understandably presented (in commercials), they arouse a resentment and end up with a 'poor taste' label."

Mr. Carlborg said research on an undergarment commercial showed that, even though it was handled with "as much restraint as possible," "substantially large numbers" of viewers objected on grounds "that the presentation of products in this category on television is an invasion of privacy." He said these viewers "thought that a product of such feminine and personal nature should not be brought into the living room."

Truth And Reality ▪ Dave Garroway, former NBC-TV star whose own "believability" has been creditied with a large share of his success as a tv salesman, summarized his policies in this respect as being to "tell the truth, relate to reality—and do this attractively." He also advised tv salesmen to know the product, know its complete advertising strategy, know its competition.

Mr. Garroway said that television is the only medium which operates with two motives: personal profit and public interest. He suggested that "federal control" could solve the problem, but did not elaborate on this point. He also noted that television operates against another handicap—attacks and criticism from rival media—and cannot answer back..

This session for "creative" people, was conducted by William D. Tyler, executive vice president of Benton & Bowles.

More Than Numbers ▪ The masses of "numbers" that can be found to help—

Drive your message home with "Breakfast Club," "Flair," "Sports" and "Special Events" on young adult ABC Radio. Sell those young families on the move. They're the ones who make the wheels go round—make your sales go up. So whether you're selling motor oil or salad oil, remember, it's ABC Radio with the highest percentage of young adults in network radio.*

*Call your ABC Radio Sales Representative for the facts.

CONSUMER EXPENDITURES	Under Age 50
Automobiles	70%
Gasoline, Oil	67%

**Life Study of Consumer Expenditures.

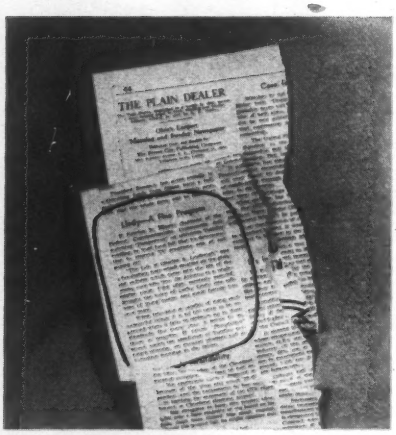
YOUNG ADULTS:
BUY MORE GASOLINE
BUY MORE OIL
BUY MORE EVERYTHING AUTOMOTIVE**

ABC RADIO
FIRST WITH YOUNG ADULTS

THE SECOND IN THE SERIES

PERSPECTIVE

RESULTS:



AN EDITORIAL

LINDY—A FINE PROGRAM

If Newton N. Minow, Chairman of the Federal Communications Commission, was watching "Perspective" on television Tuesday evening, he must have felt that his determination to improve TV programs was at last paying off.

"The Life of Charles A. Lindbergh" was a fascinating hour which recalled all the glory and sadness which came into the life of the young man who flew the Atlantic in a single-engine plane. Film clips, carefully selected, brought the story of Lucky Lindy into millions of living rooms, and made history live once more.

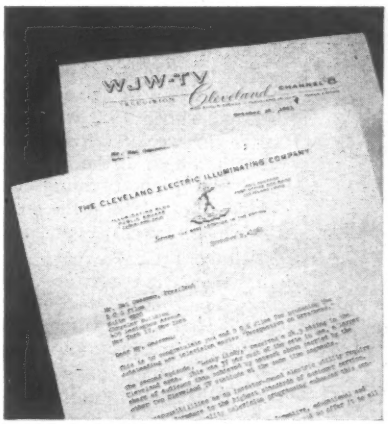
When television is capable of doing such wonderful things it is all the more to be regretted when it fails to measure up to these standards. But every year, it seems to us, there is progress. If future "Perspective" shows match the excellence of Tuesday evening's offering, we envision pleasant and informative evenings in the future.

THE PLAIN DEALER — Cleveland

BCG
FILMS INC. • SUITE 3200
THE CHRYSLER BUILDING
NEW YORK 17, N.Y. MU 7-0870

A HEARST METROTONE PRODUCTION

ON GREATNESS TELECAST IN CLEVELAND OCT. 24, 1961



LETTERS

"This is to congratulate you and B.C.G. Films for producing the outstanding new television series 'Perspective on Greatness'.

The second episode, 'Lindbergh', received a 24.3 rating in the Cleveland area. This was 37 per cent of the sets in use, a larger share of audience than achieved by network shows carried by the other two Cleveland TV stations in the same time segments.

Our responsibilities as an investor-owned electric utility require strict conformance to the highest standards of customer service. We believe that quality television programming enhances this concept of service."

Robert H. Bridges,
Manager Public Information Department
The Cleveland Electrical Illuminating Company

"... 'Perspective on Greatness' scores a first over WJW-TV, receiving the highest rating in its time-period.* McCann-Marschalk had the foresight to purchase this fine vehicle for their client, The Cleveland Electric Illuminating Company..."

Sheldon A. Saltman
Promotion Manager WJW-TV

overnight coincidental – independent survey

A STATEMENT

"We at WJW-TV are proud to be a part of an industry that is capable of producing such worthwhile, informative, educational and enjoyable programming. 'Perspective on Greatness' leaves nothing to be desired. It has all of these elements."

Joseph C. Drilling
General Manager WJW-TV
Cleveland, Ohio

AND A REVIEW

"...it's all there for the nostalgophile: the frenzied aerial race to Paris, the kidnap nightmare and hippodrome trial of Bruno Hauptmann, the isolationist dabbling in pre-World War II international politics ...eminently satisfying...allows us to review three American eras: the tawdry 20's, the grim 30's and the prewar 40's...splendid look backward...far more attention-keeping than other shows of its kind ...not afraid of its material..."

Jim Frankel – THE CLEVELAND PRESS

'Twistin' in Thom McAn shoes

The national dance craze, the "Twist," was bound to have advertising ramifications. And what could be more logical than a commercial for Thom McAn shoes? On Nov. 9, McAn's agency, Doyle Dane Bernbach, New York, taped a series of commercials at Videotape Productions of New York. Two days later the campaign started on WNTA-TV New York and was extended last week to KPIX-TV San Francisco and KTLA-TV Los Angeles. The commercials spotlight Chubby Checker, an outstanding exponent of the Twist, singing a jingle lauding McAn's new "Twister" shoes for boys and girls, while doing the Twist.

A sample of the catchy lyrics in the series: "New shoe idea from Thom McAn, the Twister, every guy and gal is twistin' on beat, dancin' it with twisters on their feet."

and often trap—agency planners and buyers formed the background of the media buying session, which stressed not only that statistics must be used intelligently but also that strategists must go "beyond the numbers" and search out "hidden media values."

"The moment we bet our all on one-tenth of a rating point or on a five-cent difference in cost-per-thousand, then we have departed from reality," the agency executives were told by W. E. (Pete) Matthews, vice president and director of media relations and planning for Young & Rubicam.

Despite the "present plethora of numbers," he said, there will always be "another set of numbers you don't have." Among such needs, he cited information that would show the ways different media influence people—and information that would make it possible to apply that knowledge effectively.

One of the big advantages of high-speed data-processing equipment in agency operations, he suggested, would be to "let the planner stop wrestling with numbers and start grappling with ideas."

Sam B. Vitt, vice president and media director of Doherty, Clifford, Steers & Shenfield, stressed the importance of "media environment" or "ambiance." This translates to radio-tv as a compatible integration of the right commercial with the right program in a way that produces extra effectiveness.

As one example he cited Bufferin's sponsorship of the Arthur Godfrey program after the star had reported that Bufferin, then a not-so-widely-known product, had given him relief from pain. Said Mr. Vitt: "Roger Whitman, the advertising manager of Bufferin at the time, has given me permission to say that he believes the media ambiance of this purchase was the key that opened the door to Bufferin's reaching its present status so quickly." He said Bufferin credited the buy's "media ambiance" with "at least 50% of the effectiveness delivered."

Numbers Help, Too ▪ Although he felt it is essential to "go beyond the numbers," Mr. Vitt noted that numbers also "can be extremely helpful—in the right proportions." He also had a good word for program rating services: The so-called Madow Report to Congress earlier this year, he said, "fairly well established . . . that if there was a culprit in the broadcasting business, the probability of it being the numbers was very slim: in their application, perhaps, but not the numbers per se."

He added that he'd bet that "not as many buyers buy by the numbers as many in our business may have been led to suspect."

Robert Liddel, associate media director of Compton Adv., told the buying group that sales can be affected by many factors beyond the control of media planners, and that in any event planning must take into account the assumption that "we cannot expect advertising to work overnight."

He singled out the rating history of four tv programs to show that "ratings, like advertising, don't work overnight." Two of the shows had 18.8 Nielsen ratings after four weeks on the air, but after 26 weeks one of these had a 30.2 (*Wagon Train*) while the other had slipped to a 12.4 (*Steve Allen*). A third started with a 19.2 which rose to 28.5 after 26 weeks (*Real McCoys*). The fourth, which at the end of four weeks had the highest rating, a 27.2, had skidded to a 12.6 at the end of 26 (*Mr. Adams and Eve*).

Howard G. Sawyer, vice president for marketing services at Marsteller Inc., emphasized that numbers can be used in tricky ways and that "knowing numbers is not knowing everything."

He reported that Marsteller is exploring the possibilities of a new research device, a "random alarm clock." It rings at random times, and those who participate in the experiments agree to jot down the name of any publication they happen to be reading when it goes off. Although used thus far in connection with reading, the clock might be used similarly in television and other media audience research, Mr. Sawyer asserted. "You can turn it off when you go to bed," he added.

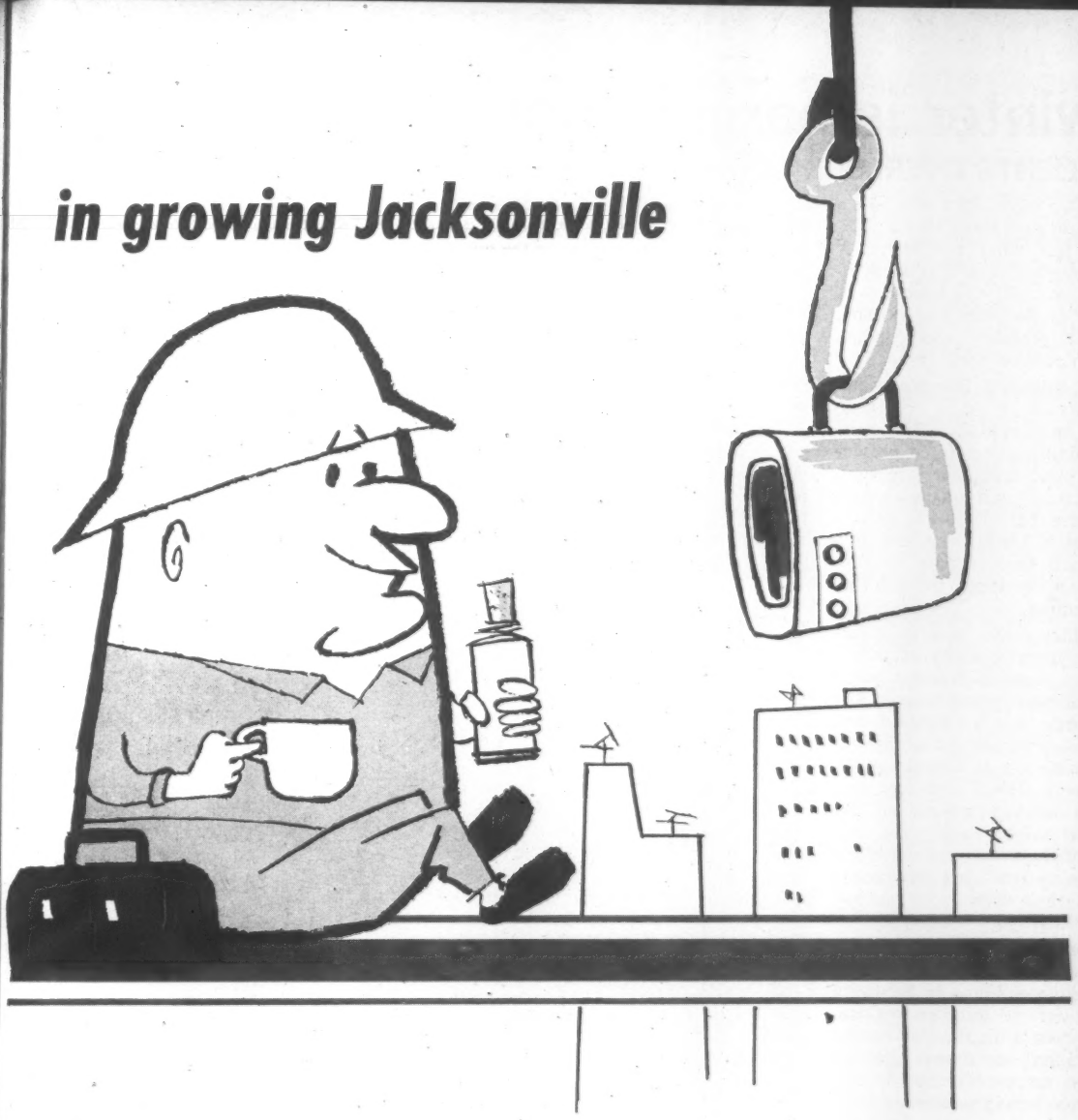
Frank Gromer, vice president and media director of Foote, Cone & Belding, presided over the media buying session, held Tuesday afternoon.

New Era Ahead? ▪ The hero of the next "cycle" in the advertising business will be the account executive, President Herbert D. Strauss of Grey Adv. predicted at the account management meeting Thursday morning. "I call it the 'Era of the Vertical View,'" he said.

Advertising, Mr. Strauss said, has gone through three 10-year cycles: 1926-1936 was "The Era of the Last of the Pioneers," when an agency "depended on the purity and genius of one man"; 1936-46, "The Era of the Probability Sample," when research was king; 1946-56, "The Era of Proliferating Agency Services," when "if you were a marketing agency, you were in," and "if you weren't, you bloody well tried to give the impression of being one."

In 1956 "an image of unimpeded creativity" emerged as the popular goal,

in growing Jacksonville



WFGA-TV IS THE STATION TO WATCH

Month in and month out, TV viewers* in metropolitan Jacksonville are making WFGA-TV the station for advertisers to watch.

WFGA-TV delivers the $2,000,000,000 North Florida-South Georgia market at your lowest cost-per-thousand. Consult your PGW Colonel for full details.

*ARB March-June 1961

REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

abc WFGA-TV NBC

JACKSONVILLE

WOMETCO ENTERPRISES INC.

Midwinter is bargain time in spot tv

HR&P: CLIENTS OVERLOOK LOW CPM, BIG AUDIENCES, CHOICE TIMES

Spot television advertisers who take a midwinter hiatus may think they're saving money. But what they're really doing is missing (1) the biggest audiences of the year, (2) the lowest cost-per-thousands of the year, and (3) spot positions they probably can't match when they do resume their campaigns.

Harrington, Righter & Parsons, tv station representation firm, is trying to correct this multi-million-dollar oversight with a simple but pointed presentation whose basic arguments are summarized in the three charts on these pages. HR&P estimates that $15 to $30 million is lost to spot tv during the first two months of each year, simply because advertisers have developed the habit of dropping schedules.

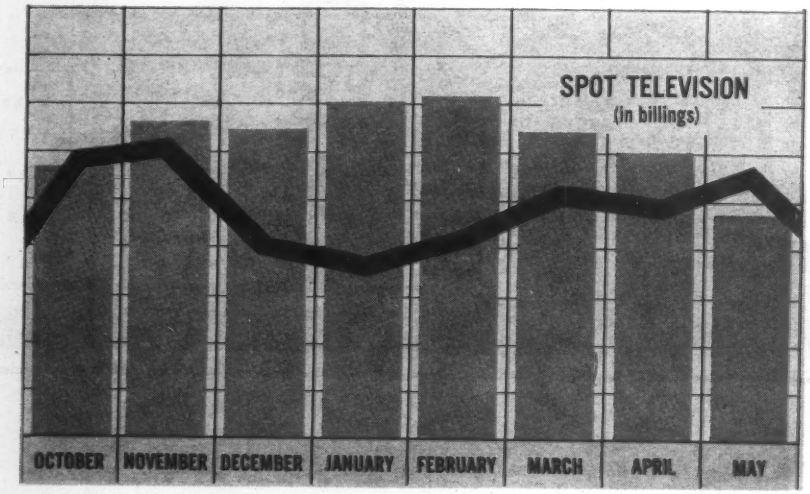
The habit may make sense in magazines and newspapers, much of whose revenues come from high-ticket items that traditionally are best promoted just before Christmas, but it's illogical and costly for food, drug and tobacco products which make up more than 80% of spot tv's users. HR&P's presentation explains: Not only do "people eat, get headaches and smoke during the first two months of the year just as they do in the remaining ten," but advertisers get more for their money in January and February, too.

Bigger Audience ▪ Viewers watch more in January and February: 6 hours 8 minutes a day per home in February as against 5 hours 13 minutes in October. These peaks, with the contrasting dips in spot billing, are shown in Chart 1. In addition, more people are watching: 17.5 million sets in use during February as against 14.4 million in October. This means cost-per-thousand is lowest during the midwinter months: As shown on Chart 2, which contrasts sets in use with CPM, if the annual average CPM is assumed to be $2, then January's is $1.68 and February's $1.63 and the average for the two months is $1.65—35 cents below the annual average.

December meanwhile is the month in which availabilities open up in greatest volume. Chart 3 shows the month-by-month patterns in unrenewed expirations among HR&P's own accounts. Advertisers who take no hiatus or elect to start in early January have the widest choice of availabilities, while those who go off must buy all over again—and risk losing choice availabilities—when they resume in late February or March.

HR&P officials say many buyers have been surprised to discover that they, too, have been following this hiatus pattern and missing the year's biggest spot bargains, and that several have indicated they intend to "break the habit" this year. To help others do the same, HR&P is continuing its round of agency presentations and also is offering to make copies available to any other rep who wishes to help spread the word.

Average daily hours of viewing per home



and if this "Era of the Artist Enthroned" also lasts for 10 years, then the new "Era of the Vertical View" ought to take over in about four years, Mr. Strauss said.

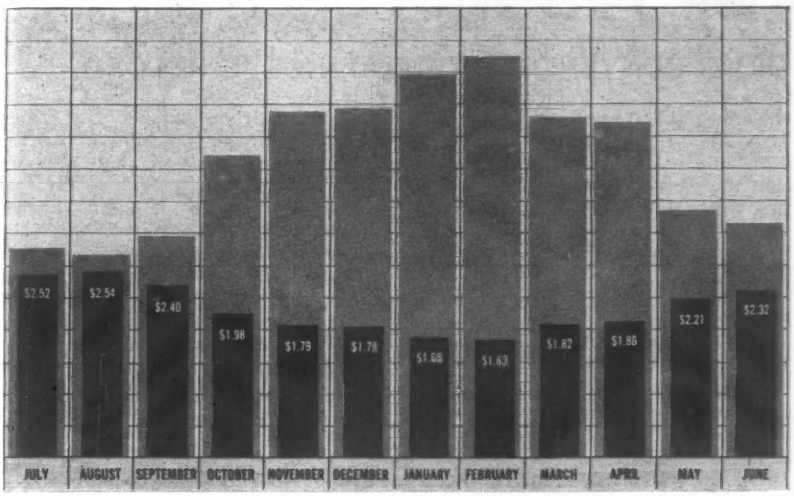
Each of the "fashionable eras" of the past has made "a major horizontal contribution" to advertising, and "even more exciting horizontal developments" lie ahead, Mr. Strauss said. "But the day is gone when a single element in advertising can be isolated as the *sinc qua non*. We are talking about $12 billion spent annually in advertising. In another 30 years the figure will be $25 billion. And every dollar of that will by then be discussed in terms of goals, strategy, markets, media, mesage. In pulling them all together, there is only one man in an agency with the vertical view—the account executive."

Four major roles of the account executive—as a communicator, an initiator, an appraiser and an interpreter—were discussed, respectively, by Philip C. Carling, BBDO; Warren Fales, Norman, Craig & Kummel; Edward Gumpert, Geyer, Morey, Madden & Ballard, and David Donovan, Benton & Bowles. John P. Beresford of McCann-Erickson presided.

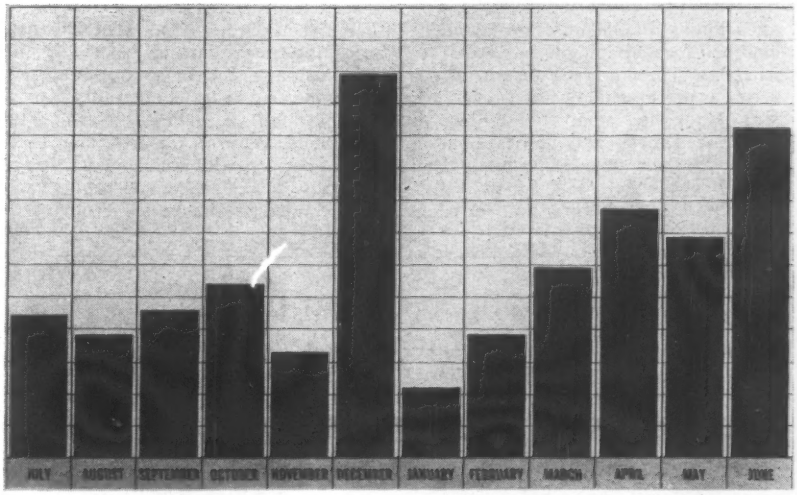
Agency Charges ▪ A closed session for agency top management on Wednesday morning explored a variety of subjects—including results of a new AAAA study of agency methods of charging for services. Frederic R. Gamble, who retires as AAAA president next spring, reviewed "My 33 Years With the AAAA". Marion Harper Jr. of Interpublic, AAAA chairman, reported on the association's information program for advertising, and Dr. Peter Sammartino, president of Fairleigh Dickinson U., examined advertising roles in relation to "America's New Position" in world affairs (see page 50).

After a luncheon addressed by President William E. Williams of Procter & Gamble Co. of Canada (see page 59), another closed session examined agency people's "individual responsibilities for helping to eliminate causes for criticism of advertisers" and for maintenance of high advertising standards. This session, headed by Arthur Fatt of Grey Adv., chairman of the New York AAAA council, heard Alfred J. Seaman, Sullivan, Stauffer, Colwell & Bayles; Robert T. Colwell, J. Walter Thompson Co.; George H. Gribbin, Young & Rubicam; Frank K. White, Interpublic; Stockton Helffrich of the NAB's New York Code office; Roger H. Bolin of Westinghouse Electric Corp., and John G. Mapes of Hill & Knowlton, public

Sets in use (A. C. Nielsen) (9 a.m. to 10 p.m.) cost per thousand



HR&P expirations (July 1960 through June 1961).



relations counsel to AAAA.

Direct-mail advertising made the conference agenda for the first time with a management-level panel discussion of "The New Mass Medium" at a closed meeting Tuesday afternoon. The rise of low-margin retailing—discount houses, factory outlets, "super-supermarkets" etc.—and its implications for advertising were examined at the marketing meeting Thursday afternoon.

Business briefly...

Jack's Cookie Corp., Charlotte, N. C., has bought daily spots on eight southeastern tv stations for a four-week drive on behalf of the company's three new cookie products. Agency: D'Arcy Adv., New York.

Hastings Manufacturing Co., on behalf of Casite Additives, has signed a 52-week contract for co-sponsorship of CBS Radio's six-nights-a-week *It's Sports Time.* Agency: Bozell & Jacobs, Indianapolis.

Lincoln-Mercury will sponsor *Japan: East Is West,* an hour-long NBC News special to be shown Mon., Dec. 4 on NBC-TV (8-9 p.m. EST). Agency: Kenyon & Eckhardt, Detroit.

Zenith Stereo Receivers has launched a pre-Christmas saturation fm campaign in southern California. New low-priced console model stereo set will be featured in the spot schedule which started Nov. 6 on 17 fm stations and will run through Dec. 20. Mulle, Breen & Waldie, Beverly Hills, is the agency for Sues, Young & Brown, Zenith distributor.

CANADIAN TIGHTROPE

Williams tells difficulties for tv advertiser to north

Television penetration in Canada and the U.S. is about the same—87% there, 88% here—but that's where the similarity ends, William E. Williams, president of Procter & Gamble Co. of Canada, told the Eastern Annual Conference of the American Assn. of Advertising Agencies in New York last week (also see page 50).

Mr. Williams described some of the television differences as they relate to advertising and marketing:

"You have your three networks with only minor local variations covering the country. In English-speaking Canada alone (excluding Quebec) we have three quite separate television situations. About 50% of these homes clearly receive U.S. tv signals and these consumers are influenced by both U.S. and Canadian commercials.

"The other 50% of homes can receive only Canadian-originated signals. However, about one-third of these are multi-channel tv markets and the other two-thirds are single-channel markets with a captive audience—and this gives you some perfectly amazing ratings.

". . . By government regulation Canadian stations must, by April 1962, broadcast 55% of their program weight in Canadian or Commonwealth programs. This pretty sharply limits the number of U.S. imported programs, and some responsible observers feel the quality is bound to suffer."

Television commercial production costs are another area of major difference. Canadian costs "are usually slightly lower," but that's just part of the problem. First, the commercial is being produced for a population only about one-tenth as large as that of the U.S. Then "you must turn around and produce the same commercial again in French."

On top of these problems, two government agencies must pass on commercials: the Canadian Broadcasting Corp. and, in the case of food and drug copy, also the Dept. of National Health and Welfare—and both of these reviews are made before the advertising is allowed to go on the air, Mr. Williams pointed out.

Compton, D'Arcy merge abroad

Two major U. S. agencies have announced alliances with overseas agencies. Compton Adv. formed association with N. V. Nixon & Co. Pty. in Australia with the resultant company called Nixon-Compton. D'Arcy Adv. and Synergie Publicite in France are forming a company next month to be known as Synergie-D'Arcy S. A.

Detroit welcomes TvB with open arms

AUTO MAKERS PRAISE MEDIUM; CONVENTION ATTENDANCE IS RECORD

The Television Bureau of Advertising's three-day seventh annual meeting in Detroit last week discovered more friends for television than it perhaps anticipated among the big dollar-conscious automobile advertisers and agencies.

Several key speakers on the program leaped to the medium's defense against the current rash of criticism and offered praise for television's varied cultural, entertainment and commercial attributes.

Some 500 guests Friday applauded TvB's new half-hour sales promotion film, *The Salesmachine* (see box this page).

Three dozen of the nation's top auto executives lunched privately Wednesday. The guests of TvB represented the presidential and vice presidential level of the major auto brands.

Only these basic questions remain: Will Detroit now enlarge its multi-million dollar advertising investment in tv? And if so, by how much?

Record Turnout ▪ An annual meeting record total of 227 delegates during the next year may be able to measure the answers, TvB hopes. TvB's previous high was 145 delegates in Chicago in 1959. Some of the delegates observed that the TvB annual meeting was the first major broadcast industry convention in the auto capital in some 20 years.

Among the highlights of the TvB meeting:

▪ William B. Lewis, chairman of the board of Kenyon & Eckhardt, said tv's record is one of which to be proud, not ashamed. He chided tv for not fighting back at critics and asked where were the leaders to help in this task. He asked: "Hasn't the time come to fish or cut Minow?"

On the lighter side, Mr. Lewis recalled how K&E happened to buy Ed Sullivan for Lincoln-Mercury in tv's younger days (see story page 64).

▪ Thomas B. Adams, president of Campbell-Ewald Co., observed that tv has focused public attention on all advertising more acutely than ever before. He called upon tv stations to work more effectively with local opinion leaders in their own communities because they need more "balanced information" about both tv and advertising. He didn't like the impatience of critics over tv's growing up pains and drew corollaries with the auto industry's problems.

▪ Charles F. Rosen, executive vice president of W. B. Doner & Co., said government control could never match the power of the viewer's hand on the tuning dial.

Mr. Rosen also called upon telecasters to "throw out the commercial rating services" and start a nonpartisan industry-sponsored scale of audience measurement similar to the Audit Bureau of Circulations.

▪ Glenn Marshall Jr., board chairman of TvB and president of WJXT (TV) Jacksonville, Fla., struck a strong note for unity within the association lest all fall through division into junior TvB's representing local, spot and network interests. Such a "spectacle" he said would "delight our newspaper, magazine and radio competitors."

▪ Norman E. (Pete) Cash, TvB president, said tv is under-pricing itself in comparison with other media, hence tv's gross revenues and net profits can't grow "unless we better value our prod-

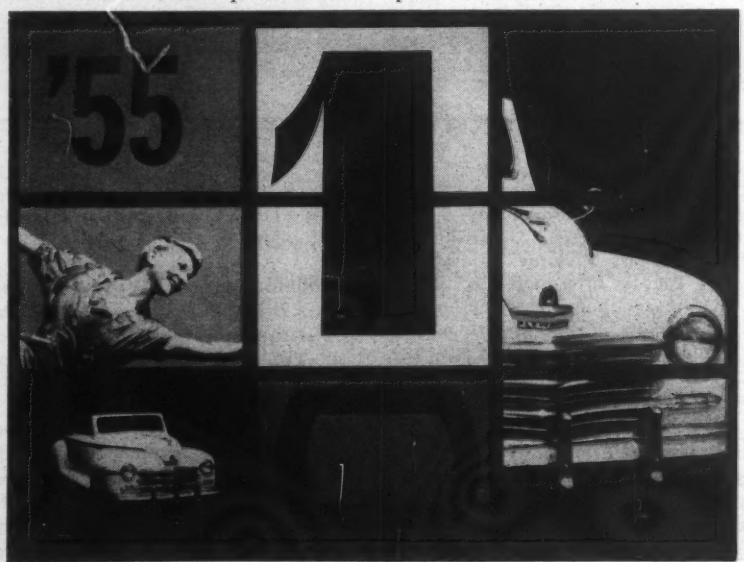
Television outsells in-person salesman, TvB film proves

More than 500 representatives of major Detroit advertisers and agencies and of the television industry attended the premiere showing there Friday morning of the TvB's newest sales promotion tool, a film titled *The Salesmachine.*

The new movie presentation, which succeeds the earlier Cellomatic presentations while incorporating some of their multiple-display visual effects, was a featured part of the TvB's annual meeting program (story above).

The Salesmachine explains that while most advertising has attempted to substitute itself for the "in-person salesman," television today gives the advertiser "tools for communication better than those any in-person salesman ever had." The film points out that tv is a full-grown and established medium and long has been "a basic part of our private and corporate lives."

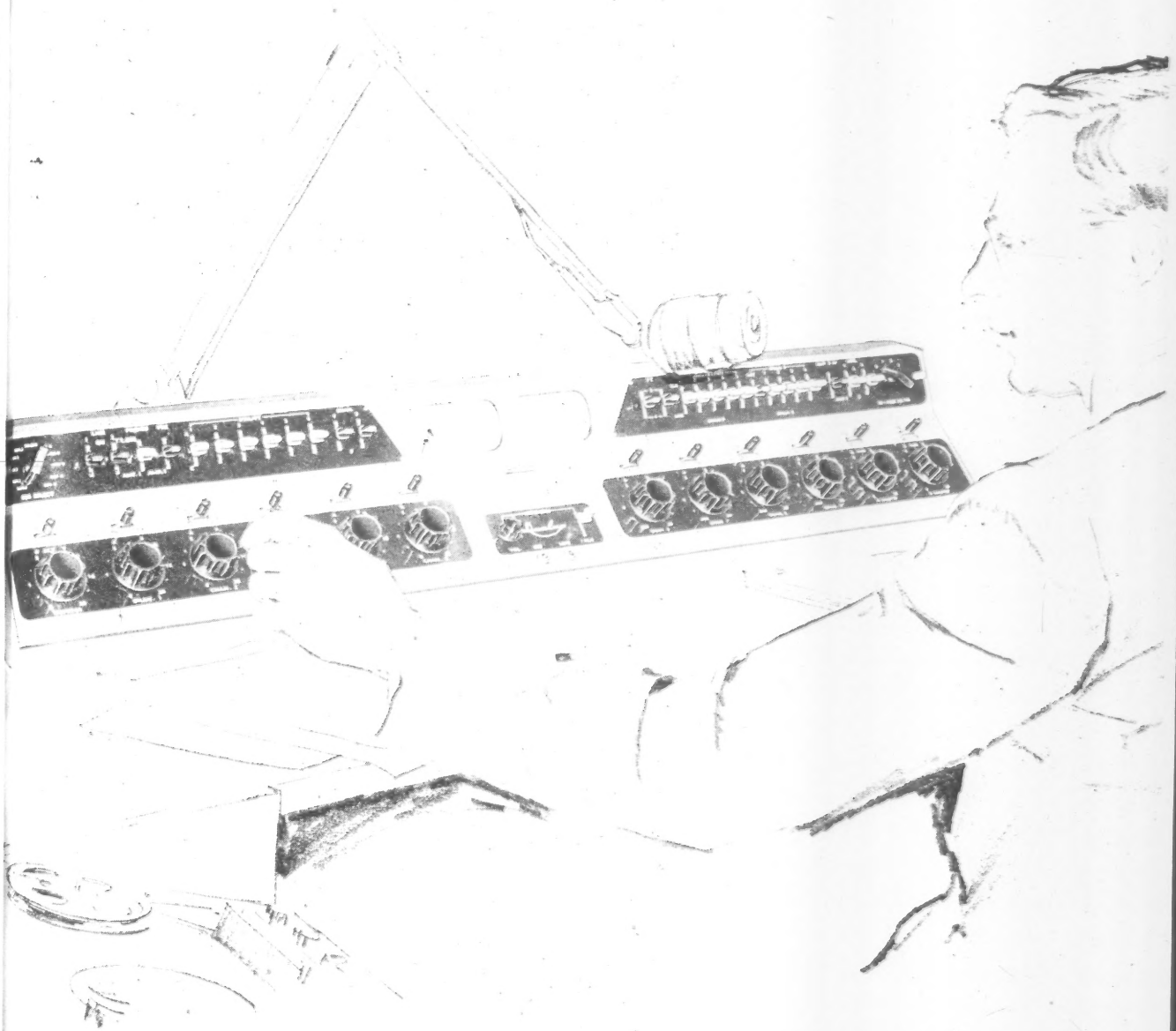
The film relates that man first sent pictures through wires long before the advent of television, but since its coming, television has continue to grow in both size and importance. Through the years tv has passed up the other media one by one, the firm says, and today is America's "basic sales medium" which provides the communication tools that enable manufacturers to produce more, profit more and sell more.



Peter Pan was the number one show in 1955 and television was presenting the new automobile models as fast as they came rolling from the assembly lines across the nation .

Discover a special kind of Dual Channel Audio System . . .

The GATES Dualux. ■ Here is a clean lined, handsomely styled console that provides new realms of operating convenience and performance. With systematic control placement, every fader, key and switch is in *natural balance* for perfect operating sequence. And, with dual channel design to provide single-point control, you have specially engineered switching facilities to assure instant program transition. ■ This is the Dualux. Spectacular performance, unusual reliability. Clean, modern design. For the broadcaster who wants the finest of all consoles. ■ Let us tell you more about the exclusive Gates Dualux. Write today for Bulletin No. 69 – yours for the asking.



GATES

GATES RADIO COMPANY

Subsidiary of Harris Intertype Corporation

QUINCY, ILLINOIS

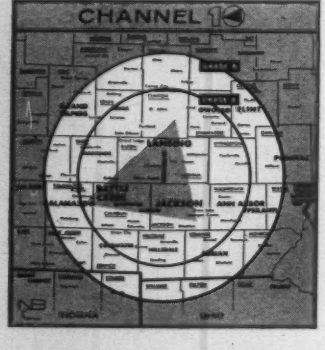
HARRIS INTERTYPE CORPORATION

Offices in: HOUSTON, WASHINGTON, D.C. In Canada: CANADIAN MARCONI COMPANY
Export Sales: ROCKE INTERNATIONAL CORP., 13 EAST 40th STREET, NEW YORK 16, N.Y., U.S.A., Cables: ARLAB

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK

A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION

WILX NBC TV CHANNEL 10

uct—network, spot and local." Tv is delivering a better product today, he said, and is entitled to charge more. If it doesn't, the opportunity may be lost, he warned.

The Kenyon & Eckhardt board chairman, whose agency claims more innovations in tv for such sponsors as Ford, Lincoln-Mercury and Brylcreem than any other, said he got "madder and madder" when he looked at the record in preparation for his talk and realized "the enormous strides television has taken in a very short span of years." He asked what other medium of communication "has faced so formidable a task" as tv and what other medium has done its job better or as well?

Singled Out Tv ▪ Mr. Lewis was disturbed that tv should be singled out for criticism while the other media "go scot-free by comparison." He noted that for a number of years television and the agency business have shared and suffered "incessant attack on a bewildering number of fronts."

Asking what television and agencies have done to fight back, Mr. Lewis suggested it has not been much or enough. He described it as "at best a series of delaying actions."

When the facts are known, television has not done a bad job, Mr. Lewis said. "It has done an almost miraculous job with the time and resources at its command. And I believe it is time for television leaders to start saying so, to talk back loudly, clearly, and with conviction to its many and vociferous critics."

Heavy Schedule ▪ The average tv station must telecast approximately 250 programs each week, he noted, yet Hollywood in its prime "could keep the exhibitors' turnstiles humming with an output that would fill only 15 hours of tv time per week on one network; and if you throw in shorts and newsreels, the total might rise to 16 hours per week." On-and-off Broadway's average weekly output of new material (including opera, concert and ballet) could fill but an average of six hours and twenty minutes per week on a single television network, Mr. Lewis said.

Mr. Lewis concluded that the 250 programs telecast each week by the average station represents "far more creative output than all other media of communications combined. Yet, despite the staggering magnitude of the task, television gets more vocal brickbats for its shortcomings than praise for the almost unbelievable fact that it fills over 380 hours a week with anything at all."

All Things ▪ The agency executive thought that tv does not fight back at its critics because it serves "too many masters." Other media do specific things for specific audiences, he said, but tv "must be all things to all people." Another complicating factor, Mr. Lewis said, is that the special interest segments of the audience "want their type of television *when* they want it" but they are not this vociferous about media for which they must pay entrance.

He continued: "There are millions of people in this country who will never see a broadway play and couldn't care less. There are other millions who would rather see a 'B' western movie than the year's award-winning epic. I would venture to say that the reading public pays the paperback publishers a great deal more for escape fiction than for the classics. And I would also guess that most kids, despite the most heroic opposition of parents and teachers, still prefer the comics to their school books.

"Is television *not* to give these people what they want to see? Or is television's duty to try to improve their education or raise their cultural level at a faster rate than the educators, the press, the book and magazine publishers, and all the available arts have been able to do?

"I definitely do not think so. Freedom of choice is now threatened all over the world as never before: let's not speed its destruction by inhibiting it here."

Like Detroit ▪ Campbell-Ewald President Tom Adams chose to parallel the growing pains of television with those of Detroit and the auto industry. He noted that the city itself first had to build and become solvent "before it could turn to the niecties." It admittedly was not always "a hornet's nest of culture," he said, "nor would it claim today to be America's top artistic center. But the important thing is that Detroit is moving in the direction of culture."

Mr. Adams explained that with the first task done, there now is time and money to do the second. And so it has been with tv, he said, except that tv has done it much faster. Critics have expected too much too soon, he said.

Mr. Adams pointed out that the American automobile has been criticized "just as severely as television. Too big, too gaudy, too powerful." Yet the auto industry is still going strong, he said, and so will tv survive.

Mr. Adams observed that the auto industry has always tried to lead the public taste as well as follow and satisfy it. He felt the criticism that tv now is undergoing is similar "to the public's vague, general desire for improvement in cars."

Mr. Rosen of the Doner Agency reviewed local public affairs programs carried by the Detroit area tv stations.

At a closed membership meeting

Groucho sold it to me!

That's salesmanship! Groucho's got it. Advertisers know it. That's why they're buying out "THE BEST OF GROUCHO" in station after station. Look what happened in Los Angeles. KTTV scheduled "The Best of Groucho" in a Monday-Friday strip, 7:30-8:00 P.M.—and before it ever went on the air, all the commercial time was completely sold out! And to a wide variety of advertisers:

Anacin • Clairol • Dr. Ross • Nestlé's DeCaf Nu-Soft • Ovaltine • Pacific Tele. & Tele. • P&G's Ivory, Gleem, Tide and Comet • Parliament • Swift's Award Margarine • Vick's VapoRub • Wrigley's

No doubt about it...

Advertisers Go For GROUCHO on NB FILMS

Thursday afternoon, TvB delegates also heard talks by three other advertising executives: Robert Atkins, Atkins Adv., Evansville, Ind.: Richard O'Reilly, N.W. Ayer & Son, Detroit, and Neal Gilliot, McCann-Erickson, Detroit. TvB held a closed workshop session Thursday morning exclusively for tv station sales managers.

TvB Chairman Marshall, in his annual report Friday morning said, "Television today is supporting a major portion of our national economy and until a new medium that brings with it equal mass audiences and equal mass impact comes along, television must accept this responsibility."

LUCK FOUND SULLIVAN

Lewis tells TvB audience how Lincoln-Mercury got show

Buying television today isn't like it once was. A veteran in the business, Kenyon & Eckhardt Board Chairman William B. Lewis, enlightened his TvB audience in Detroit Friday by recalling how his agency and Lincoln-Mercury stumbled upon one of tv's biggest successes in the younger days of the medium. Mr. Lewis recalled:

"I do not know whether vaudeville was dead when Ed Sullivan first appeared on a television screen or whether he killed it. But I would not know where to go today to see that sprightly entertainment form called vaudeville or variety unless I spent too much money and got too little sleep frequenting night clubs. And even then I could not see the infinite variety spread out weekly on my television screen.

"If I may be permited an anecdote, I would like to tell you how K&E first purchased the grandaddy of all variety shows. Television was still an infant, but a precocious one. We had as clients twenty-one assorted Lincoln-Mercury dealer associations across the nation, and nine of them came under the influence of burgeoning tv stations. Naturally they wanted in and we were somewhat appalled at the prospect of trying to buy nine different local programs on those then chaotic schedules. Fortuitously at this point in tv's history one of our space buyers ran into my office with the news that Ed Sullivan's *Toast of the Town* was available for $6,000—with or without Ed Sullivan.

"Can we get an option?" I asked.

"No option," he said. "Two other sponsors are interested and Jack Van Volkenburg (CBS-TV) won't give an option to anyone.'

"I called Jack (an old associate, and —I hoped—a friend) on the telephone and pled for even a 24-hour option, since we had to contact not one, but nine different clients.

" 'I can't do it,' he said. 'I can't set a precedent.'

"There was a pregnant pause. Then I said, I'll tell you what. 'I'll buy the show right now and you give me a 24-hour cancellation privilege.'

"Now the pregnant pause was on the other end of the line. Finally he said, 'Well, I've never heard of that before. You've got a deal.'

"Joe Braun and I hopped the train to Detroit and with our regional account executives spent 24-frenzied hours not trying to get committee approval (approval eventually was unanimous) but trying to find committee members. Each committee was composed of six to twelve members and in those early days after the war business was good, so good that the committee members we needed to reach were scattered from Europe to the Caribbean to Miami to Hawaii and to yachts and steamships in between. At twenty minutes before our 5 p.m. deadline, we had approval from six of the nine necessary committees.

"At this point, the Lincoln-Mercury sales manager—Joe Bayne—took over. 'Have you had any refusals?' he asked. 'No,' we replied, 'we just haven't been able to reach enough members of the three remaining committees.' 'Okay,' he said, 'tell CBS it's a deal. I'll guarantee the remaining cost.'

"Naturally, we went to the Detroit Athletic Club to celebrate. Over the first drink, the Lincoln-Mercury advertising manager spoke up. 'Now that we have the show,' he said, 'the first thing we must do is get rid of Ed Sullivan and get a new master of ceremonies.' "

'Life' magazine plan draws TvB, TvAR fire

The pricing of *Life* magazine's new area-advertising sales plan was under fire from at least two television sources last week: TvB and Television Advertising Representatives (TvAR).

TvB issued a bulletin telling its members that while the *Life* plan might at first seem to be a "good flexible way" to advertise in a national magazine, close inspection shows that the area advertisers will have to pay substantial "premiums."

TvB said these cost "premiums," computed by studying area circulation and costs in relation to circulation and costs of *Life's* national edition, would amount to 10.5% for an advertiser who bought the *Life* areas encompassing the top 10 television markets. And if an advertiser bought the three smallest of the 29 *Life* areas, TvB said, the premium would be 46.3%. These estimates do not include art and production expenses, which are the same for an area ad as for one in the national edition.

TvAR meanwhile circulated to its staff and represented stations a study of audience figures to show that "*Life* doesn't have the circulation to compete with television" either nationally or regionally. Figures on both tv homes and average tv audience, market by market, were compared with *Life's* circulation figures for the same markets to demonstrate tv's superiority.

Top 50 markets get 70% of spot radio money

The top 50 markets' solid grip on the major share of all dollars spent in spot radio is continuing, despite billing increase of 17-18% between 1958 and 1960. This conclusion is reached in an analysis by the research department of the new RKO General National Sales Div., which represents the seven RKO General radio stations.

The RKO analysis, prepared under the direction of Frank Boehm, director of research and promotion, reveals that the top 50 markets consistently account for about 70% of all spot-radio expenditures, while the top 25 garner 57% of the total dollars Mr. Boehm said that the RKO General radio markets have been on the receiving end of 29% of all spot radio billings for the past three years.

Don Quinn, director of national sales for RKO General Inc., noted . . . "that spot radio continues to be a primary advertising vehicle. There is nothing unhealthy about a medium in which advertisers invested $30 million more in 1960 than they did two years before."

RKO General's radio stations: WOR New York, WNAC Boston, KHJ Los Angeles, CKLW Windsor, Ont.-Detroit, WGMS Washington, KFRC San Francisco and WHBQ Memphis.

Agency appointments...

- Trylon Products Corp., Chicago, for Bathe 'n Glow bath oil, appoints Lilienfeld & Co., that city.
- Diabetes Assn. of Southern California has asked Davis Johnson Mogul & Colombatto, Los Angeles, to serve as volunteer agency for the annual January fund-raising campaign.
- Crescendoe Gloves Inc., Johnstown, N. Y., appoints the Wesley Assoc., New York.
- Super Coola soft drinks, division of Great American Industries Inc., appoints Kastor, Hilton, Chesley, Clifford & Atherton, New York.
- The Bon Marche (department store), Seattle, Wash., appoints West Pacific Adv., that city.
- Burning Paint Co. and the Baltimore Buick Dealers both appoint W. B. Doner & Co. as their agency.

Of three adult music stations in greater New York - WVNJ's Great Albums of Music is first in every single rated quarter-hour from 9 AM till noon, Monday thru Friday.

* source: Nielsen—Sept. Oct.—20 day cume

WVNJ serving greater New York and New Jersey
represented by Broadcast Times Sales

WHLi
"THE VOICE OF LONG ISLAND"

known by the companies we keep!

COMMERCIAL BANK DEPOSITS*
$1,991,358,000

SAVINGS DEPOSITS*
$1,963,841,000

SOME "BLUE CHIP" ADVERTISERS USING WHLI TO REACH BIG, RICH LONG ISLAND MARKET

Central Federal
Dime Savings
Franklin National
Hempstead Bank
Island Federal
Lincoln Savings
Long Island Trust
Roslyn Savings
Suffolk County Federal
Williamsburgh Savings

*Nassau-Suffolk (Franklin National Bank and Clearing House 1960)

Over 400 top advertisers chose WHLI in 1960-1961. Will you be on the "preferred" list in 1961-1962?

10,000 WATTS
WHLI
AM 1100
FM 98.3
HEMPSTEAD
LONG ISLAND, N. Y.
the voice of long island
Represented by Gill-Perna

LIQUOR ADS ON AIR

Ellington vp believes acceptance is inevitable

It is "inevitable" that liquor and broadcasting groups will lift their voluntary taboos against hard-liquor radio-tv advertising, Earl H. Tiffany Jr., vice president, Ellington & Co., said last week at a meeting of *Esquire* magazine salesmen in New York.

Mr. Ellington, whose agency started a broadcast campaign in August for Old Hickory Bourbon (BROADCASTING, Aug. 21), predicted that distillers will become impatient with the decline, in recent years, of per capita liquor consumption in the U.S. He said this condition will eventually cause liquor advertisers to dispel "moral and public relations considerations which are invalid anyhow" in a competitive drive for new markets.

The agency executive said he was not advocating a breakdown in industry codes, but he foresees the time when "technological progress (uhf stations) will increase transmission facilities to a point where broadcasters will inevitably seek to broaden the bases of advertising revenue, and liquor advertising will be eyed eagerly."

Questioning the logic of applying the moral code to broadcasting when it isn't applied to print media, Mr. Tiffany asked: "How can you defend it when an important percentage of the readership of magazines which carry big liquor schedules lies in age groups under 21? How can you say that broadcast advertising is immoral when the sports pages of newspapers, probably the sections most avidly read by youngsters, are the favorite positions for liquor advertising?"

Ellington & Co. has already made a considerable dent in the wall of resistance that broadcasters have historically imposed upon themselves. The Old Hickory spots are currently running on 40 stations, including one tv outlet. Another Publicker Industries brand, Philadelphia White Label Whiskey, handled by Al Paul Lefton, Philadelphia, has a spot schedule on the same number of stations.

FC&B, Eller honored for forest fire work

Foote, Cone & Belding, Los Angeles, was awarded a special joint citation for its "outstanding public service in forest fire prevention" during the past 20 years, by the Advertising Council, the Assn. of State Foresters and the U. S. Forest Service, at the Ad Council's annual awards luncheon in New York last Friday (Nov. 17).

Another special citation went to Russell Z. Eller, Sunkist Growers Inc., who has coordinated the campaign during the same period.

A five-year award was presented to N. W. Ayer & Son, Philadelphia, for its creative work on the aid to higher education campaign. Palen Flager, director of advertising, market research and public relations, J. P. Stevens & Co., received a similar award for his voluntary activity as coordinator of the religious overseas aid project. The citations recognize exceptional contributions to forest fire prevention.

ARB, Nielsen settle meter device dispute

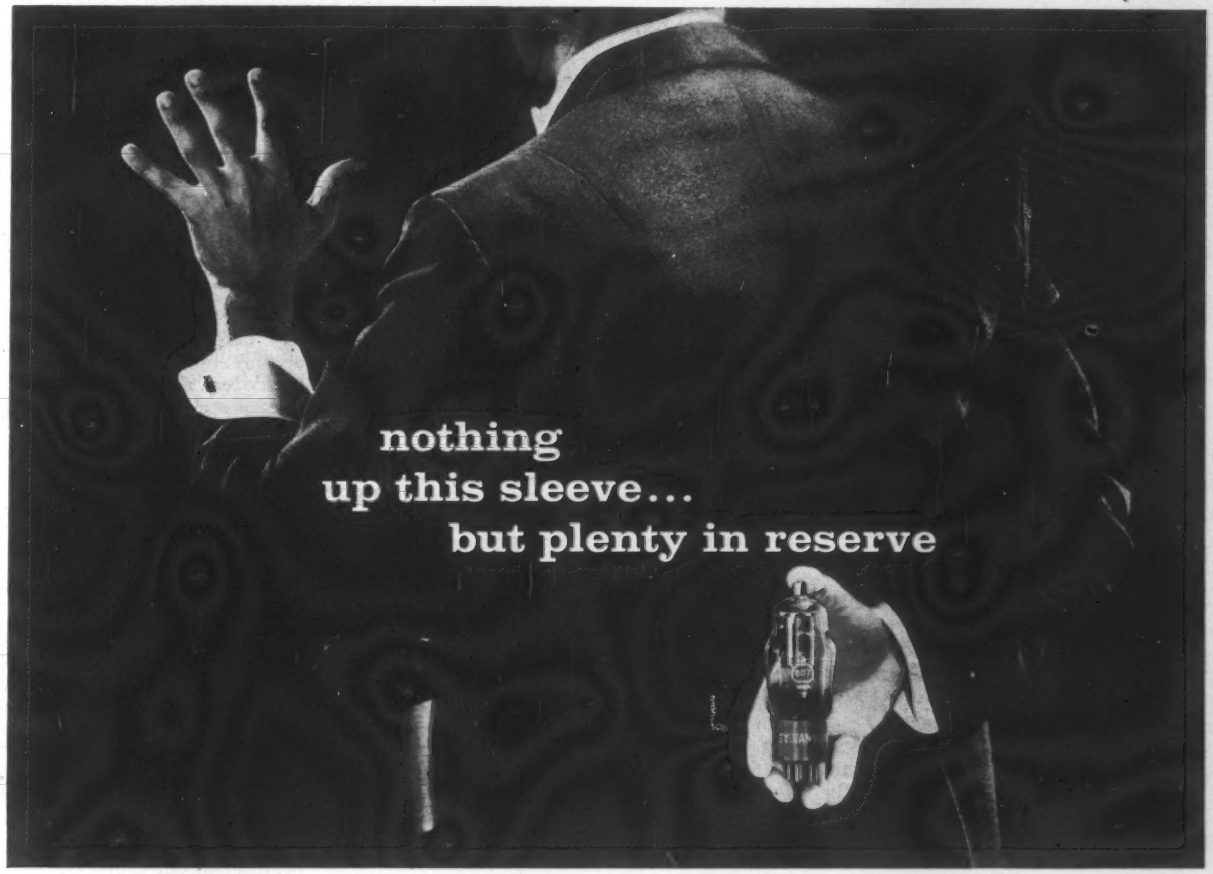
Settlement of a patent infringement suit brought by A. C. Nielsen Co. against rival ratings organization, American Research Bureau, over ARB's use of a metering device in home tv sets as part of its Arbitron overnight ratings reports, was announced Thursday by A. C. Nielsen Jr., Nielsen president, and H. W. Robinson, president of C-E-I-R Inc., parent corporation of ARB.

The terms of the settlement agreement were withheld by attorneys for both organizations by common agreement, although it apparently does not require ARB to stop using the device. The suit was filed by Nielsen in Chicago in 1958—before ARB placed its Arbitron instantaneous ratings system into commercial operation in September 1958—and the only official court action since the filing has been a transfer of the case in 1959 to the U.S. District Court for the Southern District of New York.

ARB first announced its Arbitron system in September 1957. As it is presently operated, the metering device in question is installed in television sets in sample homes in seven principal U.S. cities—New York, Chicago, Philadelphia, Detroit, Washington, Baltimore and Cleveland. The device transmits instantaneous reports by leased telephone lines to ARB's New York office about which channels are tuned in on each set. The information is compiled by ARB and furnished to its clients in Arbitron ratings reports at 9 a.m. each morning on each of the previous night's programs.

The largest Arbitron sampling is from the New York City viewing area —240 sets. The number varies in the other cities.

Nielsen's suit for patent infringement sought a court order to require ARB to discontinue using the metering device. Had the court reached a finding that Nielsen patents were infringed, the finding could then have been used as the basis for a damage suit against ARB.

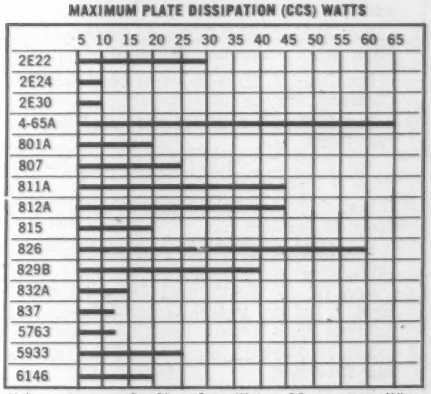


SYLVANIA SMALL POWER TUBES

No magic, no secrets, no foolin'. Conservatively rated, Sylvania small power tubes have plenty in reserve. For one thing, there's the outstanding Sylvania reputation for providing quality. The kind of quality that means long-life expectancy, lower tube costs per hour of operation, reduced maintenance time. For another, there's Sylvania power tubes' *high reliability* for maximum assurance of on-air continuity.

Call your Sylvania Industrial Tube Distributor for prompt service. He has plenty up his sleeve—one of the widest lines of tubes for broadcasting available. Ask him, too, for your copy of the informative "Sylvania Industrial Tubes" booklet. Or, write Electronic Tubes Division, Sylvania Electric Products Inc., Dept. 124 1100 Main Street, Buffalo, New York.

POPULAR SYLVANIA SMALL POWER TUBES
MAXIMUM PLATE DISSIPATION (CCS) WATTS



Values given are for Class C oscillator, RF power amplifier

SYLVANIA

Subsidiary of **GENERAL TELEPHONE & ELECTRONICS**

Ten Rules for better tv programs

LEVY OFFERS ADVICE FOR 'BALANCED' TV FARE, SELF-REGULATION

A 10-point proposal for improving tv was offered last week by former NBC-TV Vice President David Levy. Mr. Levy helped put together the network's current schedule before leaving NBC.

Speaking at the Annenberg School of Communications at the U. of Pennsylvania, Mr. Levy also exploded some myths about the advertising fraternity, saying that it is "not full of Philistines interested solely in a 15% commission." He said many advertising leaders frequently express "loftier concepts of (tv) programming than their counterparts in the entertainment world."

Mr. Levy's ideas for better tv programming are these:

▪ Each network would program one night out of seven "without regard to rating"—"A stunning way in which to demonstrate tv's freedom from 100% bondage to ratings."

▪ The networks would agree to schedule "important" public-affairs programs in the same time period—thereby "a larger portion of the population, free from the temptation of escapism fare, would . . . be induced to partake of programming of substance and challenge.

▪ A network break-away from "precise timing" in programs, and a trial for open end programming ought to be explored. This would permit, in some instances—as with NBC-TV's current *Saturday Night at the Movies*—"a spilling over into station time . . . (and) tv programs . . . will be fashioned not according to the clock, but according to the need of the dramatist."

▪ A "truly" balanced programming would be put into effect. There's hardly a fault to find with Sunday programming at either CBS-TV or NBC-TV, he said, but he questioned the wisdom of having five situation comedies in a row, as CBS-TV does on Monday night and ABC-TV on Thursday night. (NBC-TV also had two solid hours of westerns on Saturday night last season, he pointed out.)

▪ Summer repeats could be cut to a minimum chiefly by advertisers asking for new programming in the summers, with the inevitable repeats scheduled in the show's second year, for instance.

▪ "Creative people" would be financed. Why not prepare William L. Shirer's "masterful history of the Third Reich with the same zest as a pilot of *Michael Shayne*?"

▪ Compliance to NAB codes would be strongly enforced, a system followed not only by the networks, but also by producer, advertiser and stations. Sanctions and penalties would be included—"If the industry cannot set up an independent group to define tolerable rules, then the alternative is the annual invitation to visit some committee of the congress with all the disadvantages that that imposes, or possibly to government stepping up its own regulations."

▪ The trend toward "copy cat" programming would be ended. The problem, he explained, is not the development of "worthy successors" to a popular show but "lack of moderation." Too much "copy cat" acts against tv's interests, and because "network time is extremely limited," trend slotting "of necessity" excludes or cuts to a minimum "whole areas of entertainment."

▪ The need for a full three minutes for an advertiser to sell within the half-hour segment needs challenging. A "self-enlightened" advertiser would be urged to donate most of his time to a cause that is in the national need (fight against cancer, bond drives, etc), and to use less time for the sell—"many excellent commercials are done in twenty seconds."

▪ A "master showman" (Walt Disney is offered as an example) would be provided with an entire evening and would be asked to fill it with family programming of taste and appeal but with special emphasis for adults in the later periods.

Mr. Levy also emphasized the present threat of increased government intervention in tv, saying it exists because the medium continues to invite the government by its "own actions." He said television "must face up to its opportunities and its imperatives to preserve its freedom."

Casals program offered to individual stations

Radio is going to bring to the American public the White House's Nov. 13 musicale which featured the noted cellist Pablo Casals. The White House turned over the master tape of the memorable evening to the NAB for

COLOR CASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Nov. 20-22, 27-29 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Nov. 20-22, 27-29 (6:30-7 a.m.) **Continental Classroom,** American Government.

Nov. 20-22, 24, 27-29 (10:30-11 a.m.) **Play Your Hunch,** part.

Nov. 20-22, 24, 27-29 (11-11:30 a.m.) **The Price Is Right,** part.

Nov. 20-24, 27-29 (12:30-12:55 p.m.) **It Could Be You,** part.

Nov. 20-24, 27-29 (2-2:30 p.m.) **Jan Murray Show,** part.

Nov. 20, 27 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Nov. 20, 27-29 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

Nov. 21 (7:30-8:30 p.m.) **Laramie,** part.

Nov. 22, 29 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

Nov. 22 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Nov. 22 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Nov. 23 (10-10:30 a.m.) **Thanksgiving Day Circus,** Remco Inc., through Webb Assoc.

Nov. 23 (10:30 a.m.-noon) **Thanksgiving Day Parade,** Remco Inc., through Webb Assoc. and Lionel through Grey Adv.

Nov. 23 (5:30-6:30 p.m.) **Home for the Holidays,** Mohawk Carpets through Maxon Inc.

Nov. 23 (10-11 p.m.) **Sing Along With Mitch,** R. J. Reynolds and Ballantine through William Esty; Buick through McCann-Erickson.

Nov. 25 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 25 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Nov. 25 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Nov. 25 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Nov. 25 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Nov. 26 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Nov. 26 (6-6:30 p.m.) **Meet the Press,** co-op.

Nov. 26 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Nov. 26 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Nov. 26 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Nov. 26 (10-11 p.m.) **Chicago And All That Jazz,** DuPont through BBDO.

distribution to radio stations interested.

As of Thursday, about 250 commercial stations had asked NAB for a copy. In addition the Armed Forces Radio Network and the National Assn. of Educational Broadcasters have asked for a copy of the event. NAB has sent forms to those broadcasters and told them to apply for a copy at Recorded Publications Labs., 155 Pierce Ave., Camden, N. J. The form contains an agreement to abide by White House-imposed restrictions on the use of the program—no commercial interruptions, onetime play, etc. Price for the 50-minute program, on two, 1200 ft. reels, is $5.50. This includes packing and shipping. Stations which have not sent in their request must first obtain the agreement form from NAB.

Permission for this special broadcast has been secured by the White House from Mr. Casals and the American Federation of Musicians.

'RUNAWAY' FILMING

Members told SAG is ready to battle foreign production

A plea to the producers of tv filmed programs and theatrical movies to discuss with the guilds and unions the question of "runaway" production abroad was made Monday (Nov. 14) by John L. Dales, national executive secretary of the Screen Actors Guild.

In a report on the subject to SAG's annual membership meeting, Mr. Dales warned the producers that SAG and other Hollywood unions are prepared to carry the battle to Congress and the American people unless something is done to stop the increase of "runaway" foreign production, which he said threatens Hollywood film production with oblivion. He noted specifically the predicted moves abroad by an increasing number of tv film producers and warned that SAG will wage total war against them and the advertisers sponsoring their programs. (SAG and the Hollywood AFL Film Council are to testify on the runaway issue before a Congressional committee in Washington on Dec. 1.)

More than 1,500 stars, character actors and bit players attended the SAG meeting at Beverly Hills, Calif. SAG will fight any attempt to advertise by "cheap, cut-rate, foreign-made television films," Mr. Dales declared.

Subsidies ▪ Among possible solutions to the runaway production problem that he urged for exploration are federal "small business loans" and government subsidies, which he said could be paid out of the 10% theatre admission tax. The SAG executive secretary called on Congress to investigate the tax loopholes which encourage foreign production and to "help us woo American motion picture production back to this country by giving every American whose income fluctuates a reasonable tax break."

Reviewing negotiations for a new contract with talent agents, Mr. Dales said he expects to be able to announce a new agreement shortly. He predicted that MCA, which has agreed to drop its dual status of agent and producer (BROADCASTING, Oct. 30) will leave the agency business and expand its production activities until it becomes one of the largest producers of theatrical as well as tv films, to the great benefit of all actors and the entire motion picture industry.

KXTV(TV) reaps top honors in competition

Corinthian Broadcasting Corp.'s first public-service programming competition, to be conducted annually among Corinthian tv stations, was completed last week with presentation of top award to KXTV (TV) Sacramento for its *Visit to St. Albert's Monastery*.

At showing and ceremony in New York, Corinthian President C. Wrede Petersmeyer (third from left) presents award to Dean Borba, program manager of KXTV, which also took one of two runner-up positions, as program heads of other Corinthian stations stand by. From left: B. Calvin Jones, KHOU-TV Houston; Art Elliot, KOTV (TV) Tulsa; Mr. Petersmeyer and Mr. Borba; Larry Beauchamp, WANE-TV Fort Wayne, and David Smith, WISH-TV Indianapolis. Runners-up winners were WISH-TV for a documentary on *Indiana and the Civil War* and KXTV for an original drama, *The Ties Have It*, by Production Supervisor Robert C. Kelly.

The competition was announced in May 1960. Each station was allowed three entries. Judges were John Hay Whitney, chairman of Whitney Communications and principal owner of Corinthian; Richard Salant, president of CBS News, and Louis Hausman, director of Television Information Office.

Tape firm to increase tv programming activity

Videotape Productions of New York plans to expand its activities in videotape program production.

John Lanigan, vice president and general manager of Videotape, said that the company will aim for program development in three areas—rental of facilities, including staff, under the supervision of Charles Holden, production director; co-production of pilots in which Videotape Productions will assume below-the-line costs, and packaging of programs in their entirety. Currently in production at Videotape are 13 half-hours of a new Time-Life entertainment program and a musical variety show, the *Jimmy Sheater Show*, which started last Friday (Nov. 17).

Several panel and game shows are being developed by Videotape as network replacement programs.

Film sales...

Films of the '50s—Volume I (Seven Arts Assoc.): Sold to WBRC-TV Birmingham, Ala. Now on 117 stations.

Looney Tunes Cartoons (Seven Arts Assoc.): Sold to WBRC-TV Birmingham, Ala. Now on 16 stations.

Films of the '50s—Volume II (Seven Arts Assoc.): Sold to WBRC-TV Birmingham, Ala.; KVIP-TV Redding, Calif.; KVIQ-TV Eureka, Calif.; WFIE-TV Evansville, Ind., and WTRF-TV

Wheeling, W. Va. Now on 70 stations.

Ripcord (Ziv-UA): Sold to WIMA-TV Lima, Ohio; KVIQ-TV Eureka, Calif.; Falstaff Brewing for KOMU-TV Columbia, Mo.; Tulsa IGA Foodliner Stores for KTUL-TV Tulsa, and Culligan Water Softener Dealers for KGLO-TV Mason City, Iowa.

Two half-hour shows replace hour on CBS

Another network revision of this season's programming provides further indication that the half-hour show is making a stronger showing as a program length. CBS-TV announced last week that one of its Thursday one-hour shows is being replaced by two half-hour ones.

CBS-TV will discontinue *The Investigators* (which is in the 9-10 p.m. slot Thursdays), on Dec. 28. The show apparently was losing "rating strength." Replacing it, beginning Jan. 11, will be a Goodson-Todman daytime game show, *Password* at 9:30 (BROADCASTING, Nov. 6), and a new half-hour series starring Groucho Marx at 9. *Password* also will continue as an afternoon program. A ballet special will fill the 9-10 p.m. period Jan. 4. Groucho Marx has been a fixture on NBC-TV's schedule for several years.

Earlier ABC-TV said it is dropping its one-hour *Roaring 20's* for the half-hour *Calvin and the Colonel* and *Room for One More* on Saturday evenings (BROADCASTING, Nov. 6).

WITH MEDIA SELECTION
BECOMING INCREASINGLY MORE COMPLICATED
YOUR NO. 1 BUY IS STILL
KEWB

If anything, the choice is getting *easier* in San Francisco. Now, KEWB and the other top radio station in town own 96.3% as much audience as the next four stations, combined!*

*C. E. HOOPER, SEP-OCT 61
METRO AREA, TOTAL RATED PERIODS

national representatives: The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

Program notes...

Forms new division ▪ Van Praag Productions Inc., New York, producer of commercial, industrial and documentary motion pictures, has formed a new division for the production of feature motion pictures. The company's first film, budgeted at $750,000, is scheduled for production in 1962. Screen writers are being interviewed for an adaptation of *What End But Love*, a novel by Gordon Webber. William Van Praag is serving as head of the new division for the present.

Christmas album ▪ A special Christmas *Drummers* album for radio stations was released last month by SESAC, New York. This latest album in the *Drummers* series contains 24 individual cuts, including station promos and ID's, time and weather signals, holiday instrumental backgrounds and commercial introductions.

To produce etv shows ▪ WNED-TV Buffalo has signed a $100,500 contract with the New York State Education Dept. for the production of six television series for statewide distribution. Three of the series will be of 13-program length, two of 26 programs and one of 30 programs. All shows will be produced on video tape.

Africa and Philippines ▪ Charles Michelson Inc., N. Y., has been appointed programming purchasing representative in the U. S. for the Eastern Nigerian Broadcasting Corp., operator of a radio and tv station, and for Associated Broadcasting Co., licensee for ch. 5 in Manila. The Michelson organization now serves as U.S. buying representative for stations in Thailand, Australia, Canada, the Philippines, Virgin Islands and Eastern Nigeria.

Campaign film ▪ The Muscular Distrophy Assns. of America Inc., are offering tv stations their campaign film, *High Hopes*, free of charge, as a public service. MDAA is at 1790 Broadway, New York.

A moment with ▪ WRC-TV Washington unveiled a new public affairs series, *A Moment With . . .*, a departure from interview shows. The guest is allowed to say what he wants—without interviewer, reporter, moderator or panel. Sen. Jacob Javits (R-N.Y.) and Sir Howard Beale, Australian Ambassador to the U. S., were the first guests. The series appears 6-6:30 Saturdays.

Advertisement

Station Managers Should Know

THE FACTS ABOUT AMERICA'S LEADING NUTRITIONIST

Carlton Fredericks, Ph.D., and his program, "Living Should Be Fun" has been heard on radio: local, network and by tape syndication, for an uninterrupted period of more than 20 years. This remarkable record of continuity has been marked by considerable recognition of the public services rendered by his broadcasts. The scripts of the programs have been translated into braille by the Library of Congress and the programs were labelled as "essential listening" in wartime by the Women's National Radio Council, which represents more than seventeen million American club women.

Dr. Fredericks' Ph.D. was taken in the area of Public Health Education. His Ph.D. dissertion which was entirely in the field of nutrition, constituted a study of the response of his audience to his broadcasts. It may, therefore, be said that this is a broadcaster who knows his audience—their characteristics, income and education, better than any other in the Industry.

Dr. Fredericks is a Founding Fellow in the International College of Nutrition, and has been awarded the Diplomate by this college. He is also a member of the American Academy of Nutrition, the American Chemical Society, and the American Academy of Dental Medicine. He taught Nutrition in the extension division of Brooklyn College and City College of New York; as a member of the faculty of the School of Education of New York University; and as an associate professor in Public Health Education at Fairleigh Dickinson University. At the latter institution, his nutrition courses were mandatory for all freshmen. He has taught nutrition for Dentists in two of the New York Societies and was the yearly essayist for another. His services as a consultant in Nutrition have been utilized by thousands of physicians and dentists, many of whom are members of his radio audience.

Dr. Fredericks' biography appears in:
The Biographical Directory of American Men of Science
Leaders of American Science
Who's Who in American Education
Who's Who in the East
Who's Who in Commerce & Industry
National Cyclopedia of American Biography

Dr. Fredericks' broadcasts are completely documented. The bibliography drawn upon includes all the publications of the American Medical Association, and the reputable journals in the fields of nutrition, dentistry and biochemistry published in this country and abroad. The papers chosen as the basis for his broadcasts are selected by Dr. Fredericks and his scientific staff, which comprises a physician who is a diplomate in his field and an internationally-known research worker, one of whose contributions led to a Nobel Prize.

For the public services rendered in his broadcasts, Dr. Fredericks has received an honorary Doctorate of Humanities degree and citations from Public Health Organizations. Most recent recognition of the program's public service importance was the award of the Grand Cross of the Eloy Alfaro International Foundation, which was cited in The Congressional Record, September 15, 1961.

For more facts on how your station can benefit from this award-winning show and obtain national business the day LIVING SHOULD BE FUN goes on the air, write, phone or wire

C. F. PRODUCTIONS, INC.

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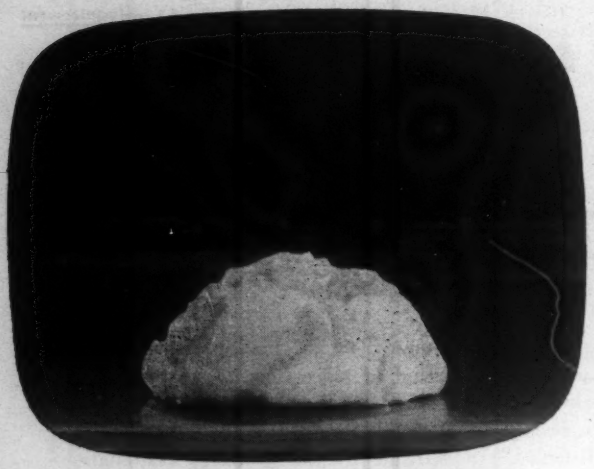
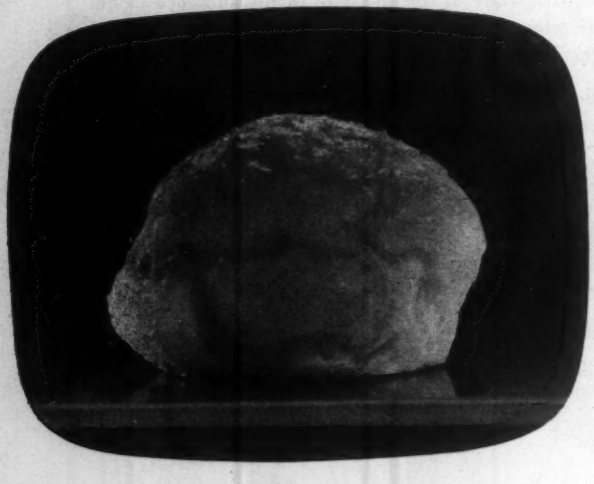


Right before your eyes . . .

UP . . .



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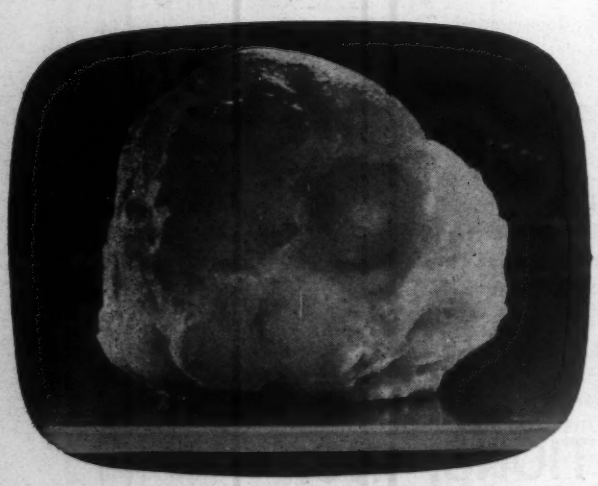

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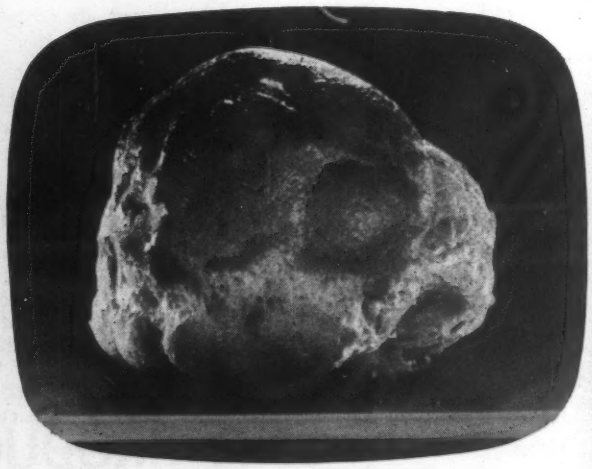

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FILM does the unusual...

Think of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden shells—lovely, luscious, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that packs minutes into seconds . . . the magic that's film!

But that's only part of the story! Only part of the reason why so many advertisers are using film. For film gives you the optical effects you must have . . . gives you commercials—crisp, vivid, exciting—the way you want them *—and when!*

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires.

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East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
General Foods Corp.
AGENCY:
Young & Rubicam Inc.
PRODUCER:
MPO Videotronics

IRE honors Appleton; Haggerty new head

Dr. Edward V. Appleton, principal and vice chancellor of the U. of Edinburgh, Scotland, was named to receive the Institute of Radio Engineers' 1962 Medal of Honor for "his distinguished pioneer work in investigating the ionosphere by means of radio wave." The medal of honor is one of six awards to be presented at the IRE international convention banquet March 28, 1962 in New York. The other prizes and their recipients, announced at a meeting of IRE's board of directors last week, are:

▪ Memorial Prize Award in memory of Morris N. Liebmann—to Victor H. Rumsey, professor of electrical engineering, U. of California, for "basic contributions to the development of frequency independent antennas."

▪ Memorial Prize Award in memory of Browder J. Thompson—to Henri B. Smets, European Nuclear Energy Agency, Paris, for his paper entitled "Analysis and Synthesis of Nonlinear Systems" which appeared in the December 1960 issue of the IRE Transactions on Circuit Theory.

▪ Memorial Prize Award in memory of Harry Diamond—to William Culshaw, National Bureau of Standards, Washington, for "outstanding accomplishments in the field of microwave optics and interferometry."

▪ Prize Award by Vladimir K. Zworykin—to George A. Morton, director, Conversion Devices Lab., RCA, for his "contribution to electronic television through the development of camera and imaging tubes."

▪ Prize Award by W. R. G. Baker—to

Video tape goes slow motion at ABC-TV

ABC-TV's engineering department has developed a process for immediate playback of video tape recordings in slow motion. The network plans to use the new system mainly on sports programs—for slow-motion recaps of knockouts in boxing matches and a second look at crucial plays in football games.

At a demonstration news conference last week, which featured a sparring match between boxers Emile Griffith and Gaspar Ortega, Frank Marx, ABC vice president in charge of engineering, said the new system can play back any video tape recording previously made in slow motion. The process, called "vtx" (video tape expander) is a supplementary electronic process to standard video tape recorders that can slow action to one-half speed and multiples of one-half (one-quarter, one-eighth, etc.).

First use of vtx will be on the NCAA football game between Texas and Texas A&M this Thursday (Nov. 23, 2:15 p.m. EST).

The process was developed by a six-man engineering team directed by Al Malang, chief video facilities engineer at ABC.

Watching a slow-motion video-tape playback of their demonstration sparring match are boxers Emile Griffith and Gaspar Ortega; Thomas W. Moore (front right), ABC vice president in charge of tv programming, and Frank Marx (front left), ABC vp in charge of engineering.

Marvin Chodorow, professor of applied physics and electrical engineering, Stanford U., and Tore Wessel-Berg, research associate, W. W. Hansen Lab., Stanford U., for their paper entitled "A High Efficiency Klystron with Distributed Interaction."

The New York meeting also announced the election of IRE officers for 1962.

Patrick E. Haggerty, president and director of Texas Instruments Inc., Dallas, was elected president of the Institute.

Andre M. Angot, technical director of Telecommunications Radioelectriques et Telephoniques, Paris, was elected vice president representing overseas countries. T. A. Hunter, president, Hunter Manufacturing Co., Iowa City, and research professor at State U. of Iowa, was elected vice president for North America.

Directors elected for the 1962-64 term are G. K. Teal, assistant vice president of research and engineering, Texas Instruments Inc. and G. A. Woonton, director of the Eaton Electronics Research Lab., McGill U., Montreal.

Tv set output for '61 rises

Production of tv and radio sets spurted in September to new highs for the year, the Electronic Industries Assn. reported last week. The increases pushed the cumulative nine-month tv production figures ahead of last year's production for the same period; radio production was still trailing last year's at the three-quarter mark.

Nine-month figures follow:

Period	tv	radio
Jan.-Sept. 1961	4,393,768*	12,001,488**
Jan.-Sept. 1960	4,373,121	12,408,377

* Includes 246,264 tv receivers with uhf tuners compared to 332,458 year ago.
** Includes 3,744,786 auto radios and 583,973 fm radios compared to 4,780,922 auto and 677,410 fm year ago.

WFAA-TV seeks business in video-taped spots

WFAA-TV Dallas, equipped with an estimated $250,000 in video tape and Ampex tape recording equipment, is bidding for local and national commercial spot tape production business.

Already contracted is a series of commercials for the Dallas Power & Light Co. Mike Shapiro, general manager of WFAA-TV, explained the significance of video taping the commercials on food preparation: "Food commodities are the most difficult to present in a tv commercial because most foods give a "washed out" effect.

"The majority of these commercials are filmed, rather than video taped, and employ many gimmicks to make the foods look more appetizing. After extensive research prior to the production of the Dallas Power & Light spots, we found video tape the solution."

Technical topics...

Contract for Collins ▪ A contract for the construction of a mobile radio relay station for the United States Information Agency has been awarded to Collins Radio Co.'s Alpha Corp. The transportable station will comprise four 50 kw transmitters and will be used at various overseas locations pending completion of fixed facilities. The overall project totals $1,850,000, with the Collins contract, calling only for the building of the equipment, amounting to $1,340,970.

Jerrold's newest ▪ Jerrold Electronics Corp. announces a modulator which can replace an entire audio distribution system for hotels, motels and institutional use. The Audio-Trol (Model AT), listing for $325, provides for adding am, fm, background music or public announcements to any tv distribution system. The new unit utilizes the unused channels of a standard tv receiver for audio reception.

Vidicon camera ▪ Zoomar Inc., Glen Cove, N. Y., has announced the introduction of the Zoomar 2-in-1 Tracking System. The firm has integrated the IV 40" Zoomar-Reflectar and Zoomar Trulex Automatic exposure control with a 35mm pulse camera and a "ruggedized" vidicon tv camera. The system, mounted on an azimuth elevation platform, can be operated remotely.

GOVERNMENT

11 WAYS TO ROCHESTER

Two ch. 13 applicants set for hearing, nine to come; Six Grand Rapids parties next in line

It's two down and one to go in the FCC's efforts to get the comparative hearing going for newly-assigned vhf channels in Rochester and Syracuse, both New York, and Grand Rapids, Mich.

Barring drop-outs, an 11-way contest for ch. 13 Rochester is in prospect; the commission set two of the applicants for hearing last week and announced plans to add the remaining nine as soon as they have been pending the required 30 days. The official cutoff date for accepting Rochester applications was last Wednesday (Nov. 15) when the FCC ordered a comparative hearing between Genesee Valley Tv Co. and Flower City Tv Corp.

Ten days ago, the agency had cut off the Syracuse applications for ch. 9 and ordered a hearing (BROADCASTING, Nov. 13). Six applicants have applied for ch. 13 Grand Rapids and at least two of them have been pending for over 30 days, which means a hearing order for that city probably will be forthcoming this week.

All but one of the Rochester applicants is seeking a commercial operation. The Rochester Area Educational Tv Assn. seeks ch. 13 for an etv station. Both Flower City and Genesee complained to the FCC last week that an unfair advantage has been given the remaining applicants in that the nine may still amend their proposals while the two set for hearing cannot.

There were no new public developments last week on efforts among applicants to effect an interim operation, pending a final grant, in any of the three cities. The commission has publicly encouraged such an agreement provided all parties have a chance to participate.

All Want Maximum ▪ All of the 11 Rochester applicants are seeking 316 kw with an antenna 500 ft. above average terrain. Flower City principals include James P. Wilmot, John L. Wehle, G. Bennett Larson, Gordon Auchincloss II, Louis A. Wehle (each 8.88%) and others. Genesee also has a large group of stockholders, led by equal 8.52% owners Francis J. D'Amanda, Arthur L. Stern, Horace P. Gioia, Frederick M. Tobin and Carl S. Hallauer.

The remaining Rochester applicants, with dates filed in parentheses:

▪ Citizens Television Corp. (Nov. 1), principals include Lawrence P. Fraiberg (20%), William A. Fay (10%), Melvin B. Neisner, A. Richard Todd and Wallace E. Wilson (each 9.66%), and 16 others. Mr. Fraiberg is account executive of WNEW-TV New York and will be general manager if Citizens wins.

▪ Community Broadcasting Inc. (Oct. 23), owned by Joseph W. Alaimo, F. Robert Greene (each 15.53%) and others, none with over 5.83%.

▪ Federal Broadcasting System Inc. (Nov. 1), owned by Gordon P. Brown, owner of WSAY Rochester and WNIA Cheektoaga, both New York.

▪ Heritage Radio & Television Broadcasting Inc. (Nov. 1), Bernard P. Birnbaum, president and 4% stockholder, is largest owner among 27 stockholders.

▪ Ivy Broadcasting Inc. (Nov. 1),

TO STATION OWNERS, MANAGERS, PROGRAM DIRECTORS FROM

PUBLIC SERVICE RADIO NETWORK

THIS WEEK, you will find in your mail a large and distinctive envelope timed for simultaneous delivery throughout the United States.

You will learn how you may become a member of the PUBLIC SERVICE RADIO NETWORK. If, by any mischance, you do not receive this envelope, phone or wire PUBLIC SERVICE RADIO NETWORK and another will be sent immediately since PSRN membership is necessarily limited to one station in a market.

PSRN is a new way to new performance achievements for radio stations. PSRN provides a method of dramatizing radio's image, its contributions and its massive audiences. As one newsman wrote, *The PSRN seal will become the most coveted symbol in broadcasting.*

PSRN will not operate as a conventional network. It will not sell any of its programs to advertisers, nor will it require option time. Radio stations can comfortably adopt this new service and still maintain all present commitments.

Interest in PSRN is widespread and significant. Leading figures aware of its planning and progress have made the following comments:

Sylvester L. (Pat) Weaver, Chairman of the Board, McCann-Erickson Corporation (International), wrote, *The basic use of our radio service for instruction and enrichment as well as entertainment is most necessary. Your proposal to integrate minute vignettes of this category into the entertainment service will help extend the usefulness of radio to the country (for the country continues to listen to radio in massive numbers).*

In advertising, we place our clients' money not only for cost-per-thousand but for many intangibles, all of which will be advanced by inclusion of the Public Service Network's material in the average station's programming.

I hope your plan succeeds and am confident that it will.

Senator A. S. Mike Monroney wrote, *The American people have never had a greater interest in staying well informed about our country and the world, and I believe an organized effort to permit individual stations to contribute to their information and understanding of today's problems is a major contribution.*

Representative Emanuel Celler wrote, *The Broadcasting Industry has a responsibility to the American people greater than ever . . . Therefore, the Public Service Radio Network which you are launching is a significant step in the right direction. I hope many stations will support your pioneering effort.*

Werner Michel, Vice-President, Reach-McClinton and Co., Inc. wrote, *As Television-Radio Director of an advertising agency vitally interested in the image of the medium it uses to sell its clients' products, I believe that the Public Service Network will do much to help the community acceptance of stations and I am delighted it has been organized.*

Stations will be qualified as promptly as thorough study of applications permits.

TED COTT, *President* — BUDD GETSCHAL, *Executive Vice-President* — DAVID L. GARTH, *Vice-President* — F. W. RICHMOND, *Chairman of the Board*

PUBLIC SERVICE RADIO NETWORK 743 Fifth Avenue, New York 22, N. Y. PLaza 3-7410

licensee of WOLF Syracuse, WEIV (FM) Ithaca, WBIV (FM) Wethersfield, WMIV (FM) S. Bristol, WOIV (FM) DeRuyter and WJIV (FM) Cherry Valley, all New York, and applicant for ch. 9 Syracuse. E. E. Erdman is president and majority owner of Ivy. Joel Fleming is vice president.

- Main Broadcast Co. (Nov. 1), owned by Leon Halperin.
- Rochester Area Educational Television Assn. Inc. (Oct. 11), non-profit organization.
- Rochester Broadcasting Corp. (Nov. 9), principals include Anthony R. Tyrone (54%), previous individual applicant for ch. 13 who withdrew that application to join Rochester Broadcasting; Robert R. Runnerstrom (9%), and others. Mr. Runnerstrom is managing director of WBOY-TV Clarksburg, W. Va.
- Star Television Inc. (Oct. 11), owned by Maurice R. Forman (20%), Robert S. Kieve (15%), Isaac Gordon, Fred Forman (14% each), Gilbert J. C. McGurdy, James M. Trayhern Jr. and Edward Menden (each 5%). Maurice Forman and Mr. Menden have interests in WGVA Geneva, WTLB Utica and WBBF Rochester, all New York; Mr. Kieve is general manager of WBBF and Mr. Trayhern is former executive director of WROC-TV Rochester.

FCC issues warning on unapproved transfers

The FCC warned broadcasters last week about its policies on reporting stock sales and transfers of even minority control of stations as it renewed the license of WGMY Montgomery, Ala., and approved a 25% stock sale that gave C. A. McClure positive control.

The station originally had four 25% owners. Through a series of stock sales, ownership proportions shifted and although the licensee reported the sales in its periodic ownership reports to the FCC, it did not seek FCC permission for each transaction as required by commission rules. No single sale was of majority interest.

The FCC said it does not condone the unauthorized transfers but is making the grant "because of Mr. McClure's and the licensee's history of general compliance [with the rules] . . . and the service rendered to the public by the operation of the station." An FCC spokesman said WGMY principals made no effort to deceive the commission but emphasized that they erred in their method of informing the FCC.

The commissioners warned that any future violation of the Communications Act or FCC rules "will be viewed with the utmost seriousness." Chairman Newton N. Minow and Commissioner Robert E. Lee dissented to the grants.

DEINTERMIXTURE FILINGS DUE FEB. 5

Newspaper rival backs WSFA-TV effort to retain vhf channel

Some respite in filing comments was offered the opponents of deintermixture last week by the FCC, although not as much time as most stations facing deletion of vhf channels had requested. The deadline was shifted from Dec. 4 to Feb. 5, 1962. Replies are due March 9.

The new deadline coincides with that set for comments on the FCC's overall proceeding to foster expansion of the uhf service. Still set for Dec. 4 are comments on adding vhf channels at substandard spacing in eight markets (Baton Rouge, Birmingham, Charlotte, Dayton, Jacksonville, Johnstown, Knoxville and Oklahoma City).

Almost all stations marked for deletion of their vhf channel and substitution of a uhf frequency petitioned the FCC for more time and Feb. 5 was the earliest date asked. Previous requests for reconsideration of the FCC deintermixture proposal from state officials were backed up with request for more time by such figures as the attorney general of Illinois and Sen. Everett M. Dirksen (R-Ill.). Stations proposed for deintermixture are WTIC-TV Hartford; WSFA-TV Montgomery, Ala., WIS-TV Columbia, S. C.; WCIA (TV) Champaign-Urbana, Ill.; WREX-TV Rockford, Ill.; WICU-TV Erie, Pa.; WISC-TV Madison, Wis., and WBNF-TV Binghamton, N. Y.

An unusual situation developed in Alabama where 14 of the 25 daily and weekly newspapers in WSFA-TV's coverage area editorialized in favor of retaining the Montgomery vhf channel. The *Montgomery Advertiser* and *Alabama Journal* said there is competition between the media for advertiser revenue but "we've thrived on competition for 133 years and we do not wish to see a competitor throttled by the federal government."

The executive secretary of the Alabama Press Assn. collected the editorials supporting the station's stand and sent them to the FCC with a request that they be made part of the official record.

John S. Rivers, president of WCSC-AM-TV Charleston, S. C., condemned the FCC plan to delete ch. 10 WIS-TV from Columbia, S. C. Said he, "I think there's a certain amount of anti-business sentiment in the commission's moves." He predicted that if the FCC is successful in deintermixing Columbia, it would do the same to other South Carolina markets.

On the other side of the question, Connecticut uhf operators who endorse the FCC's plan to delete ch. 3 WTIC-TV Hartford last week met with Gov. John Dempsey to ask him to reconsider his position against deintermixture. The

Editorials from Alabama daily and weekly newspapers which have opposed the FCC's plan to delete ch. 12 WSFA-TV Montgomery and shift the station to uhf are pointed out to Carter Hardwick (r), managing director of the tv station, by Gene R. Jacobsen (l), program director. Although some papers mentioned the economic rivalry between the media for advertising revenue, they all resented the "federal government" pressure, which they said would deprive some rural areas of any tv service.

uhf-station owners said that some viewers might temporarily be without clear service if the FCC action is upheld but that with the increase of uhf stations service would be better throughout the state.

FCC denies Coast bids for drop-ins of vhfs

The FCC last week denied conflicting proposals to add a fifth commercial vhf channel (ch. 11 or 12) to the San Francisco-San Jose area and to add ch. 12 to Sacramento or Santa Rosa, all California.

In terminating the proceeding dealing with these proposals, the commission cited its recent interim policy decision on vhf allocations which favors assignment of the "virtually saturated" vhf spectrum predominantly to large markets with fewer than three outlets.

Adding vhf assignments either to San Francisco or Sacramento—which already has three vhf stations—would eliminate "one of the few" remaining possibilities for bringing service to areas of northern California that are even more underserved, the commission said. Such additions would also require changes in assignments and operating frequencies of stations in other cities, the FCC added.

As to the assignment of ch. 12 to Santa Rosa—which is without local television service—the commission said that city already receives signals from San Francisco stations and that the agency is unable to discern much interest among prospective applicants. The FCC also said the addition of ch. 12 to Santa Rosa would necessitate that KSHL-TV Chico—about 118 miles away—change to ch. 8 and this in turn would require a change in frequency for KOLO-TV (ch. 8) Reno, Nev. Notwithstanding the fact that Santa Rosa is in "a growing area of northern California," the commission concluded, the addition of ch. 12 to that city is therefore not warranted "at this time."

Crosley asks ch. 13 reprieve

Crosley Broadcasting Co. last week asked the FCC for a stay of the commission order for Crosley to go off the air with its WLWI (TV) (ch. 13) Indianapolis by Nov. 27 (BROADCASTING, Oct. 30, *et seq.*).

The company said it will petition for reconsideration and a rehearing but asked that the deadline be removed pending consideration of that petition. Crosley said the FCC order awarding ch. 13 to WIBC Indianapolis contained errors of procedure and substance. The 4-2 decision reversed a 1957 grant to Crosley.

L.A. City Council wired for sight & sound

The Los Angeles City Council is making things easier for the working radio-tv newsman covering its functions. The Council has set up a special radio-tv studio, complete sound camera, hand camera, recording facilities, lighting equipment and other essential props. Here city councilman James H. Brown (l), radio engineer turned public official, checks out some of the equipment with technician Ted Ashcroft.

FCC asks court to drop stay of WNTA-TV sale

The FCC has asked the District of Columbia appellate court to change its mind about the stay issued two weeks ago against the WNTA-TV New York sale to the Educational Tv for the Metropolitan Area group.

In seeking reconsideration—or a rehearing by all nine U. S. Court of Appeals judges—the commission stated that the stay is based on an erroneous understanding of what the FCC did last October when it approved the $6.2 million sale of the ch. 13 facility from NTA National Telefilms Assoc. to ETMA. The stay was issued, the commission points out, on the ground that the FCC approved the move of ch. 13 from Newark, N. J., to New York. This is not so; ch. 13 is still assigned to Newark, the FCC said. Furthermore, it added, ch. 13 has been transmitting from the Empire State Bldg. in New York City for the past 9½ years.

The stay was requested by the state of New Jersey, whose Gov. Robert B. Meyner has led the protest to the sale since this summer when it was first submitted for FCC approval.

If the stay is retained, the FCC said in last week's motion, the sale will surely fall through since the contract may be terminated by either party by Nov. 27. NTA, the commission points out, has already indicated that it must dispose of the ch. 13 station in order to stop heavy losses. The station's income has fallen, the commission points out, from $92,250 gross weekly sales in March to $15,200 during the last week of October. WNTA-TV has reduced its operating schedule from 112 hours weekly to 49½ hours during the same period, the commission pointed out.

NTA officials have declared that they cannot continue to operate with these heavy losses while awaiting the outcome of the litigation. This means, the FCC said, that the court in effect is deciding the merits of the appeal through the issuance of the stay order.

FM—BASIC OR SUPPLEMENTAL MEDIUM?

Comments vary in FCC rulemaking proposal to overhaul fm

Comments on the FCC's proposal for drastic overhauling of fm standards were colored by respondents' feelings on whether fm is destined to become the basic aural medium or whether they regard it as a supplemental service for specialized audiences and for "white areas" which receive no am service (BROADCASTING, Nov. 13, July 3).

The touchiest subject in the proceeding was the FCC's inquiry about whether it should continue to permit duplication of am programming by fms. Except for those who restricted comments to technical standards, all parties filing comments seemed to have a stake in this proposition and took definite pro or con stands.

NBC and CBS filed similar comments saying duplication should be left to the judgment of the licensee. Duplication helps fill white areas and is the only way of bringing all am service to the growing fm audience, the networks said. Both supported the proposed mileage table setting forth minimum and maximum station separations for each frequency. NBC said no redefinition of areas, reclassification of stations or reassignment of channels can be considered until the FCC has adopted revised technical standards for fm.

ABC agreed in general with the FCC proposal but took exception to the FCC's plan for allocation concepts and power limitations in densely populated parts of the country different from those in more sparsely populated sections.

Fm Unlimited Inc., said programming should be the criterion for allowing duplication; it added the FCC should "take a good, hard look" at automated fm stations, however good their music. Fm Unlimited supports the FCC plan for five classes of stations but said it feels the proposal for strict mileage separations is "unrealistic" and would throttle fm expansion. Each class of commercial station should be distinct from others and have no overlap with a specific and protected contour for each class. Fm Unlimited favors shifting community am stations to fm assignments and making fm the basic medium because of the organization's belief in its superiority as an aural transmission system.

Set Quality High ▪ Receiver manufacturers RCA and Zenith said most fm receivers are of good enough quality to accommodate FCC proposals. RCA favors circular polarization and urged that no change on polarization be made in the current fm rules until evaluation of tv tests on circular polarization now being made by the FCC in its New York uhf experiment. Zenith supports the FCC provision for the establishment of Class C fm stations and said such stations should be authorized throughout the U. S., not only to bring service to sparsely settled areas but because "generally speaking, the higher powered station with greater coverage area can better support quality programming." Zenith generally supports the table of mileage separations but feels it should not be applied too rigidly.

Consulting engineer A. Earl Cullum Jr., Dallas, suggested that fm standards be similar to tv standards with identical treatment on the size of the zones, minimum co-channel separations and the maximum power and antenna heights. Mr. Cullum does not see the need to establish separate classes of stations for commercial and educational use and instead of five classes of stations he would establish two—high and low power. He favors use of directional antennas in certain cases.

Some 20 fm stations represented by the Washington law firm, Dempsey & Koplovitz, said the FCC recognizes that duplicated am-fm programming has fostered the development of fm and said across-the-board requirements for separate and unduplicated programming would seriously curtail fm's growth. Such programming would not be self-supporting because one licensee could not maintain a profitable am and separate fm operation, they argued, and therefore the fm station would be forced to utilize only the most inexpensive programs.

Battle against bans

Representatives of NBC, CBS and press organizations met last week with Federal Aviation Agency officials to seek assurance that a proposal to restrict flights over disaster areas will not interfere with news coverage of catastrophies.

The proposal would restrict aircraft from flying lower then 2,000 feet and within five miles of certain types of disasters. Although there is a provision that authorized news media would be permitted closer, they would have to secure permission from FAA traffic control. Some of the newsmen expressed fear that "minor FAA employes" might issue arbitrary and unnecessary bans against news aircraft.

Backs NAB ▪ The National Assn. of Fm Broadcasters supported in the main comments filed earlier by NAB. The association favors mileage separation and the proposal to establish three classes of commercial stations. It feels that neither off-set carrier nor cross-polarization techniques should be applied to fm at present. NAFMB asked for a rule requiring separate programming by fm stations.

Concert Network Inc., which owns four fm stations, said the proposed FCC standards for fm would discriminate against several existing fm stations. It recommended that these existing stations be authorized higher power, if the new high-powered Class C fm category is added. The group favors unduplicated programming by fm stations.

WTAX-FM Springfield, Ill., favors duplication on grounds an fm station would serve a greater audience than an am Class IV station owned by the same licensee and would serve people through duplication who would otherwise be without service. KMLA-FM Los Angeles favors an FCC rule requiring an absolute minimum of three hours unduplicated programming by fm stations. KCBH (FM) Los Angeles said it agrees with the NAB's position except for NAB's stand against directional antennas. KCBH thought directionals should be encouraged wherever urbanized areas can be better served.

The Dept. of Education of Puerto Rico asked the FCC not to apply its restricted power standards for educational fm stations in Puerto Rico because the terrain would make island-wide educational fm impossible.

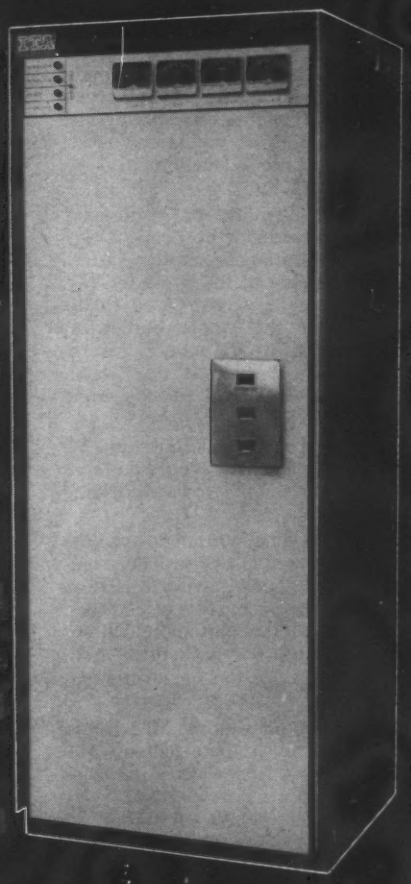
Asking the FCC to continue to permit duplication were Storer Broadcasting Co., WTOP-FM Washington, D.C., WKRG-FM Mobile, Ala., KING-FM Seattle, WBEN-FM Buffalo, and KTOD-FM Sinton, Tex. WYZZ (FM) Wilkes-Barre, Pa., called duplication a "needless waste of the available power and frequencies."

Time-Life Broadcast Inc., WPBS (FM) Philadelphia and WRAL-FM Raleigh, N. C., expressed general support for the FCC's Plan II establishing five classes of stations.

National Assn. of Educational Broadcasters supports the FCC plan insofar as it would reserve fm space for educational purposes and not preclude use of other channels for education when the public interest warrants. Educational station WUOM Ann Arbor, Mich., favored strong co-channel protection.

Consulting engineer Roland H. Culver, Washington, feels the table of mileage separations has serious deficiencies and recommends use of propagation curves to determine absence of objectionable interference.

COMPACT QUALITY PACKAGE



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Designed for stereo and multiplex operation, ITA FM transmitters in 5, 7.5 and 10 kw power levels are the most compact, fully accessible transmitters sold. Their single cabinet construction requires less than 6 square feet of floor space and vertical arrangement of components virtually eliminates blind spots. Automatic recycling assures continuity of operation and extra long-life ceramic tetrode PA tubes greatly reduce operating costs! They're your *best* buy in medium power FM transmitters.

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Los Angeles, Cal. MA 2-8552
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Portland, Ore. CA 2-2651
Washington, D.C. 337-2884

ITA

Congress told arts need government aid

The need for governmental support of America's performing arts and artists was stressed by witnesses testifying at a three-day hearing of the House Select Subcommittee on Education in New York last week.

The opening witness on Wednesday (Nov. 15) was conductor Leopold Stokowski. His comments set the pattern followed by many of the witnesses. Mr. Stokowski said he was opposed to the assumption of the whole burden of fine arts support by the federal government. But he suggested that states, cities, communities and citizens could cooperate.

And in response to a question, he agreed that "tv and radio could do more than they are doing" toward helping the musician.

Herman Kenin, president of the American Federation of Musicians, emphasized that the AFM favors legislation to benefit performing artists of all types. He stated that "the only practical solution to saving our dying musical heritage is help in the form of government subsidy."

Foreign Competition ▪ Mr. Kenin claimed that more than half of the background music used in American-made tv shows is foreign-made. He also deplored the status of staff musicians on radio stations and networks today, contending that "less than one-third of one statistical musician finds employment in radio today." He said he had called this "derelection" to the attention of the FCC and added: "We may soon have to appeal to the enforcing arm of the Congress for our rightful job opportunities in this medium."

FCC sets rulemaking on Kentucky etv plan

A proposal by Kentucky that the FCC reserve nine uhf channels for an educational tv network was set for rulemaking last week. The commission also asked for comments on rulemaking proposing new uhf assignments in Oneonta, N. Y., and East Lansing, Mich., and reserved ch. 20 in Eugene, Ore., for etv.

The Kentucky changes, with comments due Feb. 5, 1962, would reserve the following commercial channels for etv: ch. 59 Ashland, ch. 17 Bowling Green, ch. 19 Hazard, ch. 26 Madisonville, ch. 24 Morehead, ch. 33 Murray, ch. 14 Pikeville, ch. 29 Somerset and ch. 54 Covington. To accomplish this, chs. 24 and 54 would be added to Morehead and Covington, respectively, which presently have no allocation; ch. 54 would be deleted from Cincinnati, and ch. 24 from Maysville to be replaced by ch. 82.

This new rulemaking was made a part of the FCC's proposed rulemaking to promote the use of uhf. In asking for the etv comments, the commission said it would be inappropriate to reserve large blocks of channels such as Kentucky requests but that it is aware of the need for additional etv channels in the state. Comments on the plan to foster uhf also are due Feb. 5.

In Oneonta, the FCC asked for comments on a proposal to substitute commercial ch. 15 for ch. 62 by deleting ch. 15 from Rochester and ch. 29 from Gloversville, all New York. In this instance, the commission said no final decision will be made pending action in the overall uhf proceeding unless "an active interest is manifested" for the construction of an Oneonta uhf station. The change is being sought by William J. Calsan.

Michigan State U. asked the FCC to assign ch. 18 to East Lansing for etv. The school said that it would use the uhf facility to supplement programming offered by etv ch. 10 WMSB (TV) Onondaga, Mich, licensed to Michigan State.

Rulemaking was finalized reserving ch. 20 in Eugene for etv. This action was sought by the city's public schools and there have been no commercial applicants for the channel.

FCC gives broadcaster clean bill of health

Riley R. Gibson, majority owner of KLIV San Jose, Calif., received what one commissioner termed a public apology from the FCC last week. In giving Mr. Riley a clean broadcast record, the commission also approved his purchase of an additional 22.1% of KLIV.

The commission had questioned Mr. Riley in connection with an application for approval of the purchase of KMAK Fresno, Calif., by a group which he headed (BROADCASTING, Aug. 14). Specifically, the FCC said that programming proposals for KMAK were nearly identical ot those of KLIV and a second Gibson station, KXOA Sacramento, Calif., and questioned rating claims made by KXO El Centro, Calif., when Mr. Gibson was manager of that station. The KMAK purchase has since been dismissed.

In its action last week, the commission wrote Mr. Gibson that, based upon his explantation and other "information now available to the commission, you are advised that the questions raised in the commission's letter . . . have been resolved satisfactorily."

Mr. Gibson purchased the additional stock in KLIV from Patrick H. Peabody for $30,000. The former now owns 53% of the station.

New argument date

Oral argument before the full FCC in the court-remanded option time case has been rescheduled to Dec. 4 because of the "pressing urgency of other business," the commission announced last week. This is the third postponement of the argument, which was to have been held Friday (Nov. 17).

The "other business" was oral argument on regulations and charges for AT&T TELPAK services which was held last Tuesday and continued until Friday.

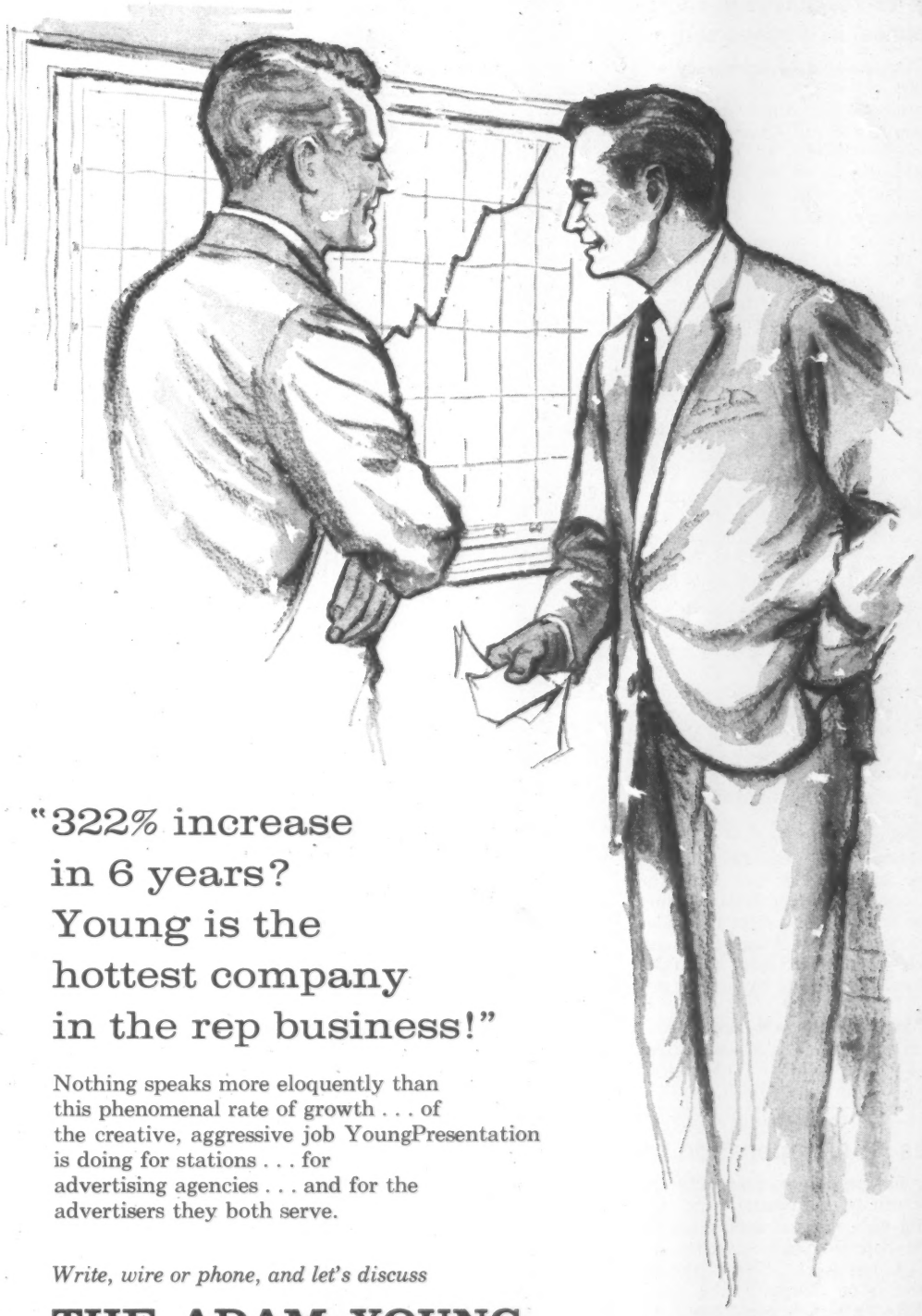
The FCC last week...

▪ Was asked by KXA Seattle to reconsider its order changing the call letters of KUDY Seattle (Renton) to KIXI. KXA said there has been confusion on the part of listeners between the call letters and added that program names, format announcements and musical interludes by KIXI were similar to those previously established by KXA. It said that KIXI did not make clear in newspaper advertisements that it is the former KUDY.

▪ Said it would "not be appropriate or desirable" to entertain comments relating to the reassignment of ch. 9 Redding, Calif., while two applicants are competing in a hearing for the channel. Noting that Northern California Educational Tv Assn. and Redding-Chico Tv Corp. are applicants for ch. 9, the commission: denied petitions by (1) Northern California to reserve ch. 9 Redding for etv; (2) Redding-Chico to assign ch. 11 to Redding for etv, and dismissed a petition by KVIQ-TV Eureka, Calif., to assign ch. 11 to Fort Bragg, Calif. KVIQ-TV had requested dismissal of its petition.

▪ Designated for hearing the application of W. E. Baysden for a new am station on 1290 kc, 1 kw in Jacksonville, N. C. Issues include the applicant's character qualifications, omission of material information and misrepresentation of facts.

▪ Was informed by the National Assn. of Broadcast Employes & Technicians that NABET concurs with the request of American Federation of Television & Radio Artists to deny renewal of license to NBC's Chicago outlets, WMAQ and WNBQ (TV), for allegedly not hiring enough union members (BROADCASTING, Oct. 16).



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POLLER VS. CBS

WCAN-TV reaches high court with appeal in damage suit

CBS was accused of conspiracy and monopoly before the U.S. Supreme Court last week when the tribunal heard arguments on the $4,350,000 antitrust suit brought against the network by Lou Poller, owner of WCAN-TV Milwaukee, a uhf station now dark.

Mr. Poller claims he was the victim of CBS machinations when the network bought the other uhf in Milwaukee (WOKY-TV) in 1955, and took away his CBS affiliation.

CBS bought WOKY-TV (ch. 19) for $335,000. CBS also paid Mr. Poller $500,000 for his studio equipment and gave him the old equipment of WOKY-TV. Mr. Poller holds that his station was worth $2 million, a value he said was based on negotiations he was holding at the time to sell WCAN-TV to Storer Broadcasting Co. He instituted the triple damage, private antitrust suit in 1956, claiming he lost $1,450,000 on the transaction.

Mr. Poller's suit was dismissed by a federal district judge in Washington in 1959. The District of Columbia appellate court upheld the dismissal on a 2-1 vote. The appeals court found CBS innocent of monopoly or restraint of trade and held that Mr. Poller's loss resulted from his own "improvidence" in building a new studio and buying new equipment on the assumption that CBS would renew his affiliation contract.

Asks Jury Trial ▪ Mr. Poller's attorney, Morris Wolfe of Philadelphia, asked the Supreme Court to order the case to jury trial. He maintained that the lower court had no right to render a summary judgment because the inferences to be drawn from the facts should have been made by a jury, not a judge.

Mr. Wolfe painted a picture of conspiracy in the network's acquisition of WOKY-TV. CBS hired Thad Holt, former Birmingham broadcaster, to secure the option to purchase without permitting the seller to know that CBS was the actual purchaser.

He claimed that CBS planned to destroy uhf in Milwaukee, through its purchase of WOKY-TV, the demise of WCAN-TV, and the subsequent failure of the network-operated WXIX-TV (the former WOKY-TV). CBS sold the ch. 19 facility in 1959; WISN-TV Milwaukee (ch. 12) now holds the CBS affiliation there.

Samuel I. Rosenman, New York attorney for CBS, insisted that the network caused no injury to Mr. Poller and violated no law in the Milwaukee transactions.

In discussing Mr. Poller's claim that his station was worth $2 million, Mr. Rosenman pointed out that a major portion of this estimate was attributed to the CBS affiliation.

Lawyer Rosenman emphasized that CBS had the right to cancel its affiliation contract with Mr. Poller, that it had the right to buy another station (at one-third the price asked by Mr. Poller for his station) and that there was no violation of the antitrust laws.

The Supreme Court justices evinced particular interest in the question of whether a federal judge can act on a motion for summary judgment when there is no dispute on the facts, only on the inferences to be drawn from the facts. Mr. Wolfe claimed only a jury could so decide; Mr. Rosenman held that it is within the province of a judge to make this determination.

WSRA short-term renewal brings FCC total to 28

Past programming which failed to meet the FCC's concept of service in the public interest resulted in a 15-month license renewal for WSRA Milton, Fla., last week. This was the 28th public chastisement of a station by the FCC through short-term renewals since the agency received such authority from Congress a year ago.

The commission found WSRA lacking in agricultural, educational, discussion and speech programs. The FCC told WSRA that under the principles of the agency's program responsibility guide to all licensees (BROADCASTING, July 17) "your performance falls short of the degree of responsibility the commission has a right to expect of its licensees."

With a promise from the station that it would increase the percentage of time devoted to the questioned categories of programming, the commission said it would grant a renewal until March 1, 1963. Commissioners Rosel H. Hyde and T. A. M. Craven dissented to a letter of explanation.

Beachview vs. Tidewater dispute waxes warmer

Tidewater Teleradio Inc., licensee of WAVY-TV Norfolk-Portsmouth-New-Port News, Va., said that the petition of Beachview Broadcasting Co. seeking license revocation proceedings against WAVY-TV is the latest move in a "sad history of delaying tactics. . . .

"The conduct of Beachview . . . admits of no purpose but harassment, delay and vindication of ill-feeling toward Tidewater," WAVY-TV said in reply. Beachview lost out for the ch. 10 station in a comparative hearing and last month asked the FCC to revoke WAVY-TV's license and hold up on approval of the $4.5 million sale of the station to Gannett Inc. (BROADCASTING, Oct. 9).

WAVY-TV maintains that Beachview's petition has no merit, contains no new information not already considered by the commission and that it raises no legitimate questions. The ch. 10 station said that it has "faithfully" performed in accordance with its representations to the FCC. WAVY-TV questioned whether former employe William O. Kelley Jr. actually monitored WAVY-TV for one week late in August as maintained in an affidavit filed with the Beachview petition.

The station cited several variations from its published program log and its actual programming for the week in question. The Kelley affidavit was inaccurate in many respects in listing shows allegedly monitored off-the-air which were not actually carried, it has not abandoned any of its programming proposals detailed in a 1960 renewal application, as charged by Beachview. The licensee said the bulk of the petition is based on the affidavit of "an obviously disgruntled former employe" of WAVY-TV and should be dismissed.

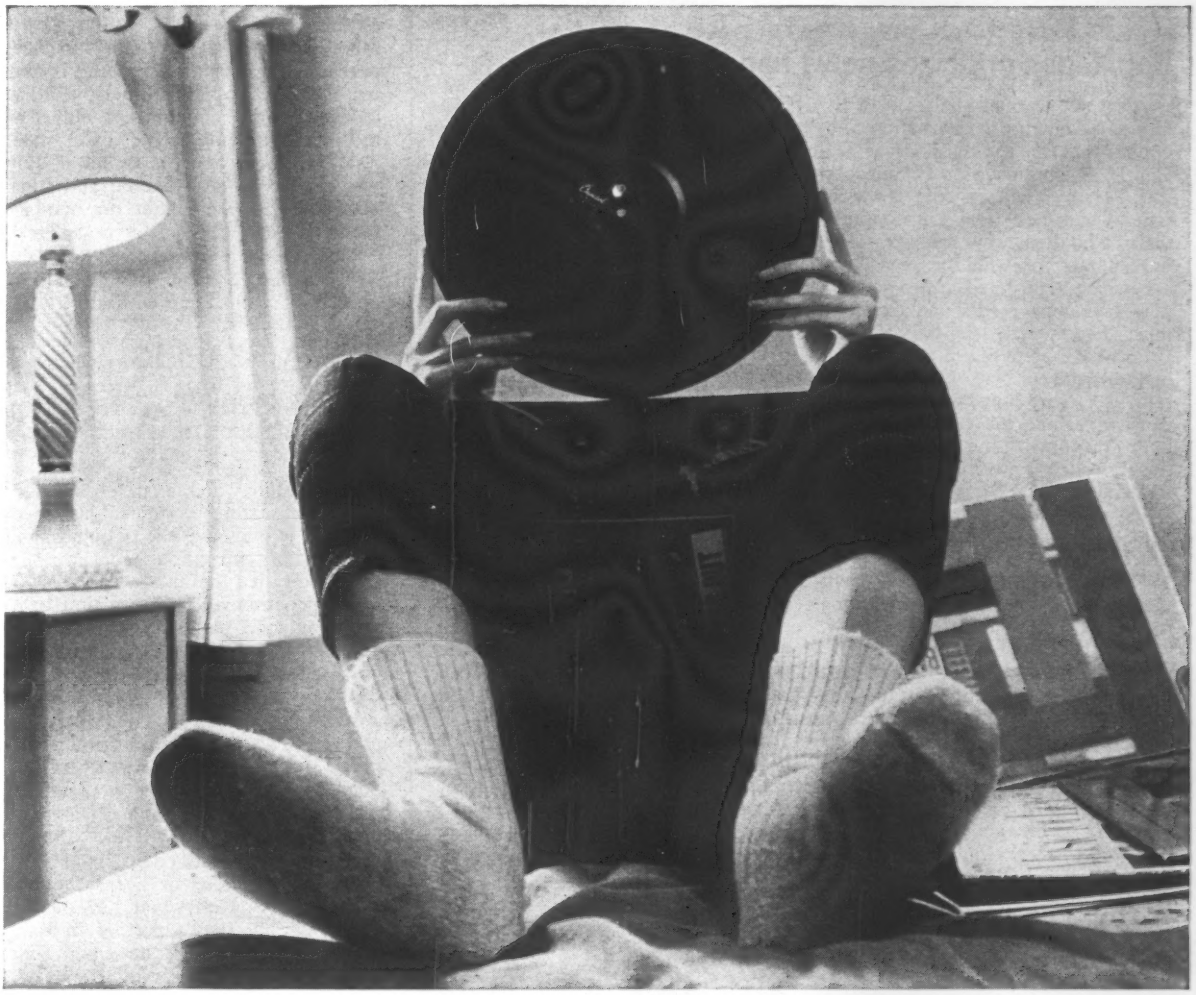
WAVY-TV suggested that the FCC may want to institute some action of its own to protect its processes "from such continuing abuse."

Does KSAY operation affect defense?

Mechanical cranes operated by the Army will be the central issue at a hearing on a renewal application by KSAY San Francisco—ordered by the FCC last week. KSAY was set for hearing on charges by the Army that KSAY's signals cause the giant cranes at Oakland Army Terminal to become "hot" through induced electrical currents.

KSAY's trouble with cranes has existed since the 1010 kc daytime station went on the air early in 1958. In 1959, the Army formally requested an FCC hearing to force KSAY to relieve the situation (BROADCASTING, Sept. 14). The hearing issues: (1) to what extent, if any, KSAY causes electrical currents in the cranes, (2) whether such interference impairs the operation of the cranes and creates a safety hazard to personnel, and (3) whether the defense of the U. S. is affected.

Commissioners Rosel H. Hyde and John S. Cross dissented.



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Rep. Moss criticizes news handling by media

After six years as chairman of the House Freedom of Information Subcommittee, Rep. John E. Moss (D-Calif.) is optimistic that "unnecessary secrecy" can be rooted out of federal agencies. But the congressman, who generally criticizes only bureaucrats for what he regards as excessively tight-lipped news policies, now says news media and Congress must share part of the blame.

Speaking at Western Reserve U. in Cleveland on Nov. 11, Rep. Moss said he is sure that "we should and can at one and the same time have both freedom of the press and national security, possibly even in the immediate future."

He said there is less news withheld now than there was when his subcommittee was organized in 1955. In addition, he said, President Kennedy is supporting those fighting to uphold the public's right to know. "There is now a growing awareness," he claimed, "that unnecessary secrecy in government must go forever."

Nevertheless, he added, federal agencies still routinely withhold more news than they make available. He said this is due in part to their "human" inclination to issue stories that place them in a good light, rather than controversial ones.

But much of the missing news, he said, could be "shaken loose" by increased resourcefulness on the part of the news media. In the congressman's view, "fuller reporting can only be achieved by fuller coverage."

Another reason more information is not made public, he said, is that some agencies simply lack the funds to do an adequate informational job. He blamed this on the "pinch-penny" policy he said Congress always follows in providing funds for agency information programs.

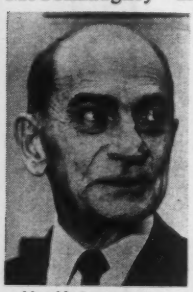
Rep. Moss is not satisfied either with the way news that does get out is handled. "There does not appear to me to be sufficient tendency on the part of publishers and radio and television stations to play down the scandalous and sordid in the news in favor of more informative and factual stories," he said.

"In this direction," he added, "the news-gathering media have not been as diligent as they should have been in defending the public's right and need for fuller information."

There are, he conceded, "many dedicated publishers and broadcasters who contribute richly to the enlightenment of the American people. My only complaint is that there are not enough of these forward-looking and dedicated individuals."

McConnaughey says he can't remember

Former FCC Chairman George C. McConnaughey did not testify last week as expected in the remanded WSPA-TV (ch. 7) Spartanburg, S. C., case (BROADCASTING, Nov. 6). Instead Mr. McConnaughey submitted an affidavit saying he couldn't recall a reported September 1956 conversation with WSPA-TV President Walter Brown.



Mr. McConnaughey

Mr. Brown had testified he talked to the former chairman in his attempt to get the FCC to seek a U. S. Supreme Court review of a lower court's remand of the ch. 7 case. Mr. McConnaughey had been subpoenaed by the attorney for protestant WAIM-TV (ch. 40) Anderson, S.C., but the affidavit was entered into the record in lieu of his personal appearance.

Also made a part of the record last week was a stipulation by WSPA-TV attorney William Dempsey on his discussions with the FCC general counsel about a possible appeal by the commission. The latest hearing on the WSPA-TV case, which has been remanded to the FCC three times, was ordered to determine what Mr. Brown said to Mr. McConnaughey in the 1956 meeting.

FCC cancels Dallas fm for deserting frequency

An fm station in Dallas was deleted last week with no advance warning from the FCC. The commission ordered KCPA (FM) to return its license for cancellation within 10 days.

The FCC acted under a section of its rules which requires a station to notify the commission prior to going off the air permanently. Although revocation proceedings would be the normal course, the commission said it took the drastic action because it appears KCPA had no intention of resuming operations.

KCPA was found guilty of failing to operate under terms of its license by reducing power, going off the air for more than 10 days, failing to keep operating logs for three months, operating without a qualified person in attendance and committing numerous technical violations. The FCC noted KCPA, which went on the air in July, was evicted from its studio and transmitter site a month later for non-payment of rent.

The station is licensed to Merchants Broadcasting System of Dallas for operation on 94.1 mc with 4.8 kw.

WGMA HEARING

Enright recounts part in tv quiz 'controls'

Daniel Enright, 50% owner of WGMA Hollywood, Fla., explained to an FCC hearing examiner last week the role he played in the tv quiz rigging scandals of two years ago. Mr. Enright said that he used "controls" in the production and presentation of tv programs and claimed that it was a common practice in the industry.

Among the controls used, he said, was the supplying of questions and answers to contestants on *Twenty-One* and *Tic Tac Dough,* two former programs produced by Barry & Enright. Such action was deemed necessary to build up suspense, drama and excitement, he said.

Mr. Enright testified in the hearing on the application for license renewal by WGMA Hollywood, Fla. Jack Barry, Mr. Enright's partner in Barry & Enright, also owns an equal share of WGMA.

Explaining how quiz shows were put together, Mr. Enright said that controls properly applied are useful and necessary tools for entertainment. He said, however, that after spending a lot of time "thinking and reflecting on what has happened" supplying contestants with questions and answers was wrong and improper. "I have labeled my actions wrong. It was misleading the public," he replied when asked by commission counsel if he had perpetrated a fraud on the public.

Mr. Enright cited several newspaper and magazine articles which questioned the validity of tv quizzes at the height of their popularity. One such article was a critic's review of *Twenty-One* following the first program.

Despite these published reports, not once did a network official or anyone else in the industry question the controls used by Barry & Enright, Mr. Enright contended. Not once in his 15 years in tv programming had such questions been raised to him, he stated.

Mr. Enright said that since public exposure of the quiz shows many former associates have closed their doors

to him. He has steadfastly refused to leave New York and give the impression that he was "running," he declared.

Man of Integrity ▪ The only other witness last week, Filmways Inc. President Rodney Erickson, said that "Dan Enright is a man of high integrity. . . . He is considered the top man in his particular field, bar none." Mr. Erickson said that Mr. Enright's tv quiz involvement did not change his opinion of the Enright character.

The application for WGMA renewal by its licensee, Melody Music Inc., was set for hearing to determine the role played by Mr. Enright in the tv quiz fixes and whether he is fit to be a licensee. Following last week's sessions, the hearing was adjourned until Dec. 20. Pending before the FCC is a WGMA petition for enlargement of the issues to consider practices throughout the industry at the height of tv quiz popularity and the overall performance of WGMA.

Dixon asks business aid to stop misleading ads

In a brace of speeches in the past two weeks, FTC Chairman Paul Rand Dixon has heatedly defended himself and associates against charges that the agency's administration is "anti-business." He has also urged business groups to support legislation to empower the FTC to issue injunctions against advertising it charges is false and misleading before the case is decided.

Mr. Dixon told the Chicago Better Business Bureau that newspapers, magazines and broadcasters are "the hand on the spigot"—that if they don't approve advertising it doesn't get printed or broadcast. He praised those publications and broadcasters which have "sacrificed many millions of dollars" in advertising revenue to maintain "high standards" of advertising acceptance. He also praised efforts by the NAB, the Advertising Federation of America and the Better Business Bureau to keep standards up, and blamed "the hungriest" newspapers, magazines and broadcasters for accepting borderline or misleading ads. He described the FTC's plan to send *Advertising Alert*, the commission's bulletin, to media (BROADCASTING, Nov. 13).

To the National Frozen Food Assn. in Miami Beach, Mr. Dixon said the FTC is the ally of private enterprise, a helper to competitive business. Critics reject this idea, he charged, because they equate liberty with unrestrained license. He stressed that injunctions against false advertising are necessary in order to deprive the unprincipled advertiser of incentive to delay the proceedings.

DODD HEARS SARNOFF IN SECRET

Senate unit says its checking on tv sex, violence

The Senate Juvenile Delinquency Subcommittee resumed its inquiry into television sex and violence on Thursday by taking almost three hours of closed-door testimony from NBC Board Chairman Robert Sarnoff, the highest-ranking network official to appear before the subcommittee since the hearings began last June (BROADCASTING, June 12).

Subcommittee Chairman Thomas Dodd (D-Conn.), whose staff went to considerable lengths to keep the executive hearing secret and refused even to say that the session was held, declined to discuss the session in any detail.

On leaving the hearing room, he said only that Mr. Sarnoff appeared in connection with the subcommittee's interest in determining who is responsible for injecting what he considers an undue amount of sex and violence into television programs. But he added quickly, "That doesn't mean that's what we were talking about in there."

"We want to know about sex and violence on television," he said. "We want to know how television can be improved." Sen. Dodd seemingly has been convinced since early in the hearings that tv violence is a factor in juvenile delinquency.

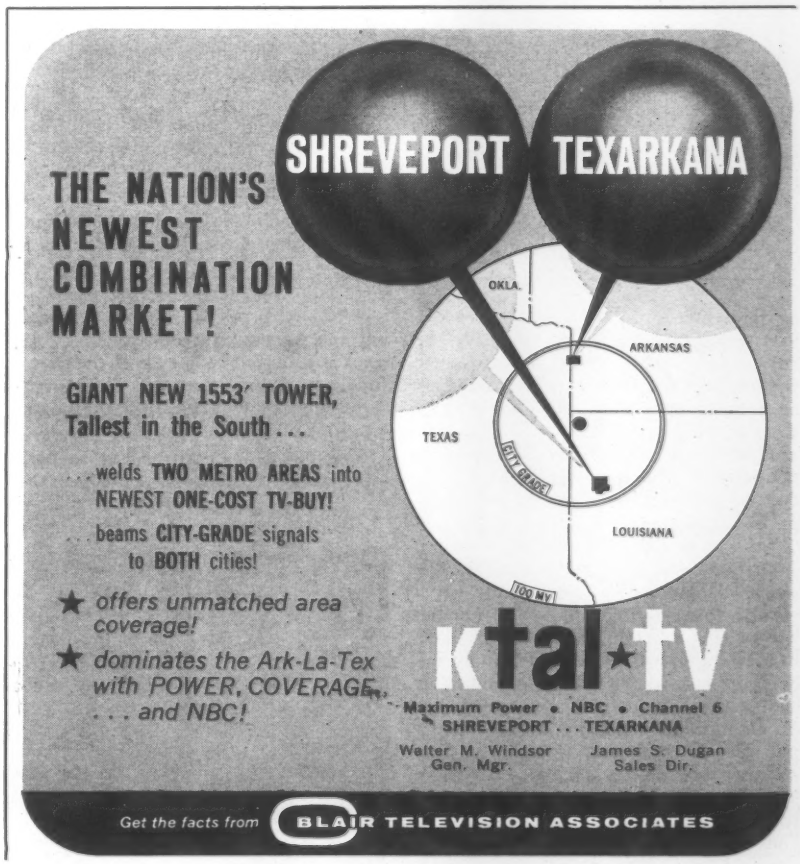
Phase Is Ending ▪ He indicated Thursday he may be ready to conclude where responsibility lies for such programs. This phase of the inquiry, he said, is nearing its end.

But additional hearings—closed and open—will be held before Congress returns in January, he said. He indicated Mr. Sarnoff may be asked to testify in a public session.

He said the NBC board chairman was not subpoenaed last week, as witnesses have been in previous closed sessions—that his appearance was arranged "by letter." NBC, referring all questions about the session to Sen. Dodd, said Mr. Sarnoff was "invited."

Although the programs and policies of all three television networks were closely and often critically examined in the public hearing which closed July 28, NBC has had most of the subcommittee's interest in the closed sessions that followed.

Witnesses at executive sessions in September were Robert E. Kintner, NBC president; David Levy, the network's former vice president in charge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Get the facts from BLAIR TELEVISION ASSOCIATES

Carpet's out—but not the red one—for the tv networks

The three television networks were told last week to prepare to defend their honor on the jousting field at Washington beginning Jan. 9.

This is the meaning read into a Nov. 15 letter sent by FCC Chairman Newton N. Minow to the three network presidents. The letter, approved by the full commission, was addressed to Leonard H. Goldenson, ABC president; Frank Stanton, CBS president, and Robert E. Kintner, NBC president. It outlines the subjects to be taken up at the final session of the two-year-long study of tv network practices, with the commissioners sitting *en banc*. Among the topics:

- Networks' acquisition of financial interests in programs placed on the schedule.
- Relationship between networks and talent agencies acting as producers or packagers of network programming.
- Program selection, including policies and practices to insure diversity and balance in program schedules.
- News and public affairs programming, including public acceptance and clearances among affiliates.
- The use of ratings and audience measurement information in choosing programs.
- Censorship of programs by sponsors.
- Affiliate participation in program selection and content, including the question whether affiliates have the opportunity to exercise "informed" judgments before exhibition.

Bring Papers ▪ The networks were told to have on hand all documents necessary to answer questions on these topics, as well as officials who are responsible for making decisions in these areas.

Written comments, suggested as more expeditious by the commission, must be filed seven days before the hearing date, the letter states. If testimony by witnesses is preferred, the commission said, this will be acceptable.

The investigation of tv network practices has covered a wide area since it all began in October of 1958. Public hearings have been held since that time at which the public, network officials, program producers, advertising agencies and advertisers have been interrogated on their role in putting television's fare on the air.

Hearings have been held in Washington, Los Angeles and New York.

The aim of the FCC, it is known, is to have a final report on the inquiry by the end of January. There is a general disbelief that this schedule can be met.

Team Effort ▪ The commission urged the networks to "consider this a joint effort on the part of both the commission and the industry to create as full and fair a record . . . as is practically feasible."

The networks, the commission added, should "approach their final appearance in the Inquiry in this spirit."

Since there may be touchy competitive financial information required for the record, the FCC said that two charts showing financial data on networks' interests in programs may be filed—one for the public and one for a confidential, non-public record.

The secret chart, it is presumed, will contain details of network financial arrangements in specific programs.

The commission's interest in this financial information, Mr. Minow relates, was piqued by statements made during the Hollywood hearings (at which program suppliers and others testified) that the networks have, over the past several seasons, "consistently" sought to acquire financial interests in programs exhibited on the network schedules.

Children's Programs ▪ In discussing the question of balanced programming, the commission letter cites as one example the charge that networks have not provided adequate programs "designed to serve the needs and interests of children."

And, the letter goes on, there has been testimony that programs are selected for network display "on the basis of their utility as advertising vehicles for those advertisers who seek the largest audience."

The networks were told they could have counsel accompany and advise the witnesses, but were warned that the lawyers could not, without permission, interrogate any witnesses or participate directly in the proceeding.

This admonition obviously stems from the fracas caused at the Hollywood hearing when the attorney for MCA's Taft Schreiber injected himself into the FCC interrogation of witnesses.

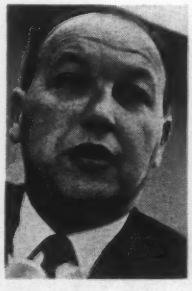
of television programming; and Mort Werner, who replaced Mr. Levy in July.

First Board Chairman ▪ So far as can be learned, no CBS or ABC officials have testified at a closed hearing. And until Mr. Sarnoff's appearance Thursday no network board chairman had testified before the subcommittee, in public or executive hearing.

Like the earlier closed sessions, Thursday's was prepared and conducted under tight security precautions. But reports that Mr. Sarnoff would appear before the subcommittee did circulate in New York two weeks ago and got into print last week. The subcommittee staff repeatedly denied any knowledge of an imminent hearing with or without Mr. Sarnoff. And when a staff member was asked Thursday whether Mr. Sarnoff would appear that day before the subcommittee the answer was "no."

Sen. Dodd says the secrecy surrounding the subcommittee's executive sessions is required by a rule of the parent Judiciary Committee and is designed to protect the witnesses from unfair allegations of innuendoes.

Sen. Dodd has indicated he is thinking in terms of network regulation.



Mr. Sarnoff

Sen. Dodd

Engineer probe resumed by House subcommittee

A subcommittee of the House Un-American Activities Committee is expected to resume next week an inquiry into alleged Communist infiltration of radio and television station technical positions.

A committee source said the three-member subcommittee, headed by Rep. Edwin E. Willis (D-La.), plans to take testimony Wednesday from five witnesses. He didn't disclose their names but indicated that most of them are radio or television station engineers.

The subcommittee feels such station personnel pose a "direct threat to national security" if they are under Communist Party discipline. Rep. Willis said they could sabotage the Conelrad system in event of an enemy air attack on the country.

JACKSONVILLE MEET TO END NAB SERIES

Collins says FCC should renew except in flagrant cases

NAB will wrap up its Fall Conference series today in Jacksonville, Fla., concluding the group of eight one-day sessions that started Oct. 9 in Dallas.

The consensus of delegates at the meetings indicates that the one-day agenda is the most popular formula for regional meetings. The 1961 conferences introduced Gov. LeRoy Collins, NAB's new president, in his first nationwide circuit. Both broadcasters and Gov. Collins have indicated satisfaction with the rapid-fire meetings.

A record attendance for the series was tabulated Wednesday at Minneapolis, where registration totaled 224 delegates. Two days earlier, 196 had registered at Pittsburgh.

In his prepared remarks, and during Pittsburgh and Minneapolis conferences with newsmen, Gov. Collins made clear he feels station renewals should be routine unless there is an indication of flagrant station violation of FCC rules. He said NAB has not yet seen any indication of coercion by FCC Chairman Newton Minow.

At Pittsburgh, Gov. Collins said the FCC shows a sound concept of the legal limitations on its regulation of and control over programming. The latter function, he said, belongs to broadcasters. He predicted radio will make rapid strides in the near future, describing it as a tremendous power "so close to the people and so mobile." He noted the need for depth research into radio's role in national life and said a new NAB committee will study the industry's functions for use in national emergency. John S. Hayes, *Washington Post-Newsweek* stations, has been named chairman of a civil defense committee just named by Gov. Collins.

Asked if he might return to public life, Gov. Collins said he has a three-year contract. "I have no plans to re-enter public life," he explained, "but as a matter of principle I'm not closing any doors."

Radio Grants Cutoff? ▪ John F. Meagher, NAB radio vice president, suggested last week that a study be conducted into the public interest aspects of controversial grants of new radio stations and the impact of FCC policies on stations themselves.

Analyzing the FCC's 1960 radio statistics (BROADCASTING, Nov. 13), he said a third of the stations operated at a loss. "Why should radio's net income increase in Pittsburgh, Cleveland and Detroit but decline in Cincinnati, Louisville and Nashville?"

Mr. Meagher said the FCC should learn to identify pseudo-broadcasters and take appropriate action without penalizing the vast majority of quality stations.

Dan W. Shields, special assistant for tv, said television's network and spot share of the national advertising dollar rose from 33% in 1960 to 35% in 1961. He called on stations to join the fund-raising drive of the All-Industry Television Music Licensing Committee, which will hold its first negotiating session with ASCAP Nov. 21 (BROADCASTING, Oct. 23).

Burning Inside ▪ Robert D. Swezey, NAB radio-tv code authority director, said FCC Chairman Minow's "wasteland" speech had delighted critics and competitive media, which gave it brushfire circulation. "If our system of broadcasting is destroyed, that destruction will come from within, and not from Mr. Minow or the government," he said, calling on broadcasters to correct "existing evils."

Radio needs a code more than television does, Mr. Swezey said, pointing to the difficulty of setting up specific limitations applying to the numerous types of stations and the problems of marginal operators who need every penny to live. He urged sponsors, agencies, programmers and package producers to cooperate in code enforcement. He deplored the lack of public awareness of the radio and tv codes, contending civic, public and other groups "should be lined up with us, not against us."

Kenneth A. Cox, chief of the FCC Broadcast Bureau, told the NAB conference in Minneapolis the bureau hopes to place a revised draft of logging and program form proposals before the commission early next year. He expected the logging changes would take effect the first of the month following a decision, and program form changes about

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four months after that.

He said the new procedures would not be fully operative for about a year and stations filing early renewals would be assured consideration during the change-over.

Mr. Cox said the FCC will be reasonable in processing the station reports and seeks only enough information for its decisions.

About 85%-90% of the FCC's original proposals will be eliminated in the final decision, NAB Executive Vice President Vincent T. Wasilewski predicted. He was confident the FCC's informal meeting with broadcasters about a month ago had been fruitful.

Dwight W. Martin, board chairman of WAFB-TV Baton Rouge and chairman of the NAB Television Board, who presided at the afternoon open discussion, and W. F. Craig, WLBC Muncie, Ind., complimented NAB President LeRoy Collins and NAB's staff for arranging the broadcasters' meeting with the FCC. Mr. Craig said he wished "all of your efforts were just as good." Mr. Martin thought the trade press overlooked some of the good points in criticizing the NAB and its staff.

Charles L. Scofield, KEYZ Williston, N. D., wondered why radio-tv couldn't attack the press for not giving equal space to political candidates. But Gov. Collins did not think it would enhance broadcasters' status "to strike back at other media."

Mr. Wasilewski said the constitutional question of FCC's power in programming can't be settled "until someone puts his license on the line—and I haven't seen anyone do it yet."

Gov. Collins said he believes FCC Chairman Newton Minow is aware of the limitations on what he can do, which is to "advocate, exhort and call on broadcasters to do what he thinks is good." He said news reports fail to relate many things in Mr. Minow's talks that would "warm the heart of broadcasters," and emphasize only the controversial.

The NAB president continued: "If you think I should be in Washington flailing Mr. Minow I want you to say so, but I'm not going to promise you I would do it, because I wouldn't."

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week subject to FCC approval:*

▪ WAUB Auburn, N. Y.: Sold by Jack R. Poppele to a local group headed by Robert Morgan for $108,000. Mr. Poppele is former chief engineer of WOR New York and director of the Voice of America. WAUB is a daytimer on 1590 kc with 500 w. Broker was Hamilton-Landis & Assoc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 104).

▪ KTUL Tulsa, Okla.: Sold by John T. Griffin-James C. Leake group to Raymond Ruff and Charles A. Sammons for $450,000. Buyers own KTRN Wichita Falls, Tex. Mr. Sammons is the principal owner of community antenna systems with headquarters in Dallas. The sellers retain KTUL-TV Tulsa, KATV (TV) Little Rock and 50% interest in KWTV (TV) Oklahoma City.

▪ KVER-AM-TV Clovis, N. M.: Sold by Frank Lesley, Mrs. Mae Strauss and Texas Telecasting Corp. to John H. Marshall Sr. and associates for $295,600. Mr. Marshall is in construction and other businesses in New Mexico. John H. Marshall Jr. is former employe of stations.

▪ KOMY-AM-FM Watsonville, Calif.: Sold by Francis T. Crennan to Robert H. Dolph and associates for $117,152. Mr. Dolph has controlling interest in KFTM Fort Morgan, Colo.

WNTA-TV 'hopeful' of commercial future

Beer and baseball last week brightened the prospect of a commercial future for WNTA-TV New York in the event its $6.2 million sale to the Educational Television for the Metropolitan Area Inc. falls through—as it appears it may unless a court-imposed stay is repealed (see page 77).

While talks were continuing between WOR-TV New York and the New York Mets, the new National League baseball club, over next season's broadcast coverage, WNTA-TV also was meeting representatives of Foote, Cone & Belding, the agency for the Mets' sponsor, Rheingold Beer.

The new NL entry and Liebmann Breweries last Monday jointly announced the award of radio-tv sponsorship to Liebmann's Rheingold Beer. The broadcast rights were sold for $1 million a year for five years, with an option to renew for another five years. It had been indicated earlier that F. & M. Schaefer Brewing Co., a Rheingold competitor, was in front-running position for the rights. Schaefer sponsored the former Brooklyn Dodgers.

Rheingold is expected to sell part of the rights to at least one other sponsor, accodring to a Mets spokesman. He said talks are going on with several companies and that there is "enthusiasm" at Rheingold for either a cigarette or gasoline sponsor, or possibly a cosmetics firm.

E. Jonny Graff, WNTA-TV general

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manager, said the Mets games are one of several of the station's important plans for continuing on a commercial basis. "We are looking to the future with a feeling of optimism, confident of being able to maintain WNTA-TV's distinctive record in programming."

Leonard Davis, president and chairman of National Telefilm Assoc., said Monday that NTA will continue as a commercial outlet if the sale to ETMA is not concluded by the Nov. 27 deadline because of the court-ordered stay.

Under Rheingold sponsorship nearly all the Mets games will be aired on radio presumably by WOR or WNTA. The tv schedule includes 81 home games, 52 road games and several spring training games next year. Joe Gariagiola, announcer this year for the St. Louis Cardinals, is said to be the top prospect to head a three-man announcing team for the Mets.

CBS presents equipment to Boston etv outlet

CBS has presented WGBH-TV Boston, the educational tv station whose studios were destroyed by fire last month (BROADCASTING, Oct .23), with $35,000 worth of tv equipment.

The gift resulted from a letter to Dr. Frank Stanton, CBS Inc. president, from John F. White, president of the National Educational Television Network. In his letter, Mr. White called attention to the plight of WGBH-TV, which is a major supplier of programs for the NET network.

Informed of the gift, Ralph Lowell, president of the WGBH Educational Foundation, said the equipment represented "the sort of cooperation and friendship" that educational tv receives from the commercial broadcasters.

Since the fire, WGBH-TV has been operating from the studios of Boston's commercial tv stations — WBZ-TV, WHDH-TV and WNAC-TV—and the Catholic Television Center.

Sun Ray files with SEC

Consolidated Sun Ray Inc., which owns radio stations in addition to a large drug store chain, has filed with the Securities & Exchange Commission to register 607,000 shares of common stock to be sold from time to time by the present stockholders through the American Stock Exchange.

Sun Ray owns WPEN-AM-FM Philadelphia and WALT Tampa, Fla. It recently sold WSAI-AM-FM Cincinnati and is negotiating to sell WALT. The registration statement disclosed that for the six months ending July 31, 1961, only the company's radio division showed a profit. Financial figures for the broadcast properties were not separate from those of the overall corporation in the SEC filing.

CALLED OFF: KLAC TO WESTINGHOUSE

Contract stymied by FCC's tougher look at sales, renewals

The FCC's tough new look at station renewals and sales claimed its second victim last week when the $4.25 million purchase of KLAC-AM-FM Los Angeles by Westinghouse Broadcasting Co. fell through following termination date of the sales contract.

The contract, renewed once Oct. 1 for 30 days, was not extended following the Nov. 1 date. Last week both parties informed the FCC that the year-old deal had been cancelled and that the applications for the transfer of ownership of the Los Angeles independent were being withdrawn.

The move followed the FCC's action in asking Westinghouse (and GE) for justifications on their license renewals in the light of the price fixing activities in electrical equipment acknowledged by officials of the parent companies (BROADCASTING, Nov. 6).

The other sale which faded away because of the FCC's current tight policies on renewals and sales occurred last month when the $7.5 million contract for the sale of KTVU (TV) San Francisco to NBC was allowed to terminate (BROADCASTING, Oct. 30). This occurred after the commission set up an agenda of hearings on the multi-million NBC-RKO General transactions which included the exchange of the network's Philadelphia radio-tv stations for RKO's Boston outlets and the purchase of NBC's Washington stations by RKO General for $11.5 million.

In announcing the termination of the sale contract, Mortimer W. Hall, owner of KLAC stations, revealed the appointment of Robert H. Forward, KMPC Los Angeles program vice president, as executive vice president and general manager of KLAC-AM-FM (see FATES & FORTUNES, page 100).

Coral Gables stereo fm hangs out night sro sign

WVCG-FM Coral Gables, Fla., the first stereo fm multiplex station in the state, began broadcasting Oct. 30 with its evening hours (6 p.m.-midnight) sold out. The station also is broadcasting two hours of stereophonic programming during the day, 10-11 a.m. and 3-4 p.m.

WVCG-FM said it had been estimated $150,000 worth of stereo fm receiving

NEW ENGLAND—5,000 watt radio station with new equipment and practically new building—grossing $130,000.00. Station capable of doing much better in this market of 100,000-plus. Priced at $210,000.00 on terms, considerably less for cash. ***ANOTHER H&L EXCLUSIVE.***

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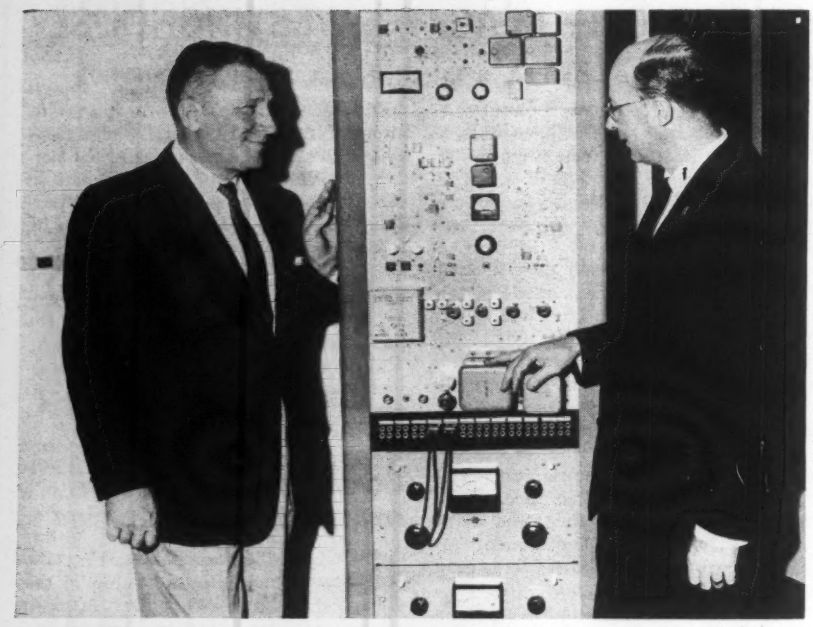

George W. Thorpe (l), president and general manager of WVCG-AM-FM Coral Gables, Fla., and A. Prose Walker, assistant director of development, Collins Radio Co., are shown with the first fm stereo generator and fm exciter built by Collins, which has been operating at WVCG-FM since Oct. 30.

equipment had been sold in the area during the first week of stereocasting and that dealers expected the total to reach $1 million by Christmas. The station also said advertisers of package receivers and component equipment have signed contracts ranging from 8 to 26 weeks and, in addition, local dealers are "saturating" daytime hours with spot announcements.

The station's promotion for its first day of stereo programming included large space advertising in one newspaper and saturation two-inch ads in another, as well as movie trailers, window streamers, counter cards and displays in department stores. The station also produced and broadcast its own promotional spot announcements.

WVCG-FM, which operates on 105.1 mc with 18.5 kw, says it expects to increase its daytime stereocast hours by Dec. 1. Its stereophonic programming includes classical, semi-classical concert and show music.

L.A. uhf test?

International Telemeter Co., the pay television arm of Paramount Pictures, has applied to the FCC for an experimental uhf tv station on ch. 83 in Los Angeles to test its pay tv equipment under actual uhf conditions. The Los Angeles station would have a power of only 20 w; the pictures will be for Telemeter engineers and will not reach the public. Paramount motion picture film will be used to test the pay television equipment in Los Angeles.

Safety Council honors 39 stations, 2 networks

A total of 11 tv stations, 28 radio stations and two radio networks received awards Thursday from the National Safety Council for exceptional service to farm safety. The non-competitive awards were based on public service programs during the 18th annual National Farm Safety Week in July and on support during the previous 12-month period. The broadcast winners:

Tv—WGTV (TV) Athens, Ga.; WIBW-TV Topeka, Kan.; WHDH-TV Boston; KOMU-TV Columbia, Mo.; KFEQ-TV St. Joseph, Mo.; WRGB (TV) Schenectady, N. Y.; KGW-TV Portland, Ore.; WRCV-TV Philadelphia; WDAU-TV Scranton, Pa.; KSOO-TV Sioux Falls, S. D., and WSAZ-TV Huntington, W. Va.

Radio — KUBC Montrose, Colo.; WBBM Chicago; WDZ Decatur, Ill.; WLBK DeKalb, Ill.; WIBC Indianapolis; WHO Des Moines; KXGI Fort Madison, Iowa; WIBW Topeka, Kan.; WTIX New Orleans; WHDH-AM-FM Boston; WHFB-AM-FM Benton Harbor, Mich.; WKAR East Lansing, Mich.; KLIK Jefferson City, Mo.; KFEQ St. Joseph, Mo.; KWTO Springfield, Mo.; WJAG Norfolk, Neb.; KFAB Omaha; WELS Kinston, N. C.; WPNC Plymouth, N. C.; WLW Cincinnati; WRFD Columbus-Worthington, Ohio; KGW Portland, Ore.; WEJL Scranton, Pa.; KSOO Sioux Falls, S. D.; WNAX Yankton, S. D.; WNOX Knoxville, Tenn.; WCUB Manitowoc, Wis.; CBL Toronto.

The networks cited by the council were the CBC Radio Network and the California Farm Network.

KOBAK GIVES ADVICE

Says 'wasteland' description over-exposed; Minow agrees

FCC Chairman Newton Minow has admitted that his "vast wasteland" description of television suffers from exaggeration as a common catch-phrase, according to business consultant Edgar Kobak.

The veteran broadcast and advertising executive told the Broadcast Advertising Club of Chicago Tuesday that he had written Mr. Minow to express concern over use of the phrase and "to give him a lot of free advice." Mr. Kobak agreed that there is some bad programming on the air, but a lot that is very good, too.

The one-time president of Mutual and head of the former NBC Blue Network (later ABC), said he told the FCC chairman that if the "vast wasteland" description had been submitted to him in the form of "advertising" by the FCC as a "sponsor" he would have had to turn it down because "this was not truth in advertising."

Mr. Kobak said Mr. Minow wrote to him in reply: " 'Believe it or not, I agree with you.' " But, Mr. Kobak said, "He is still using the phrase from time to time and we are stuck with it."

Mr. Kobak felt that the outspoken critics of broadcasting, including Mr. Minow, NAB's president LeRoy Collins and the daily press, have generally been a healthy influence on the industry although they may not always have been correct. To criticize is their privilege, Mr. Kobak said. "Our best critics are educators, preachers and parents," he said. "We've got to be kept on our toes."

Clean Bowl ▪ Broadcasters live in a goldfish bowl, Mr. Kobak said, "and we've got to keep it clean." He said broadcasters must have a "feeling of taste" and must have "guts" to stick with their principles even though they may have an order in their hands.

Though he thinks networks and stations must have the final say as to what they broadcast, Mr. Kobak wants a return to the practice where advertisers

and agencies "have a definite part in a show."

He thinks Fairfax Cone of Foote, Cone & Belding is a "little confused" about the magazine concept (BROADCASTING, Oct. 16). "Why even use the word 'magazine'?" he asked. Mr. Cone's idea of a spot rotation plan "is doomed to failure," he said.

Mr. Kobak thought tv may be "pricing itself out of the market" on program costs. "Too many people" are getting "a piece of somebody" and thus forcing total costs ever higher. Too much profit is just as immoral as none, he said.

New programs are jerked off the air too soon in a panic over low ratings, Mr. Kobak thought. He thinks elimination of network option time would cause serious problems for the industry. If you are selling a national medium you must be able to deliver it, he said. Prohibition of option time would undercut the basic quality programming available to stations around which they build their local material, he said.

The broadcasting industry is full of trade associations, Mr. Kobak said, yet there is not a single one devoted to improving the industries' sole product: programming: He felt seminars should be held for this purpose.

Mr. Kobak attacked the station practice of accepting free records from song publishers. Stations would not take free announcers he said, and nobody gives free ink and paper to newspapers.

He hopes the day will come when media stop paying commissions to agencies.

Tv sharetimers split in Rochester deal

Three tv stations in Rochester, N. Y., became two last week when final agreements were reached on the three-way transaction which resulted in WHEC-TV remaining on ch. 10; WVET-TV moving over to ch. 5 fulltime and Transcontinent Television Corp., operator of ch. 5 WROC-TV leaving the city. Previously ch. 10 was shared by both WHEC-TV and WVET-TV.

Beginning fulltime occupancy of ch. 5 on Nov. 15, WVET-TV chose to retain the WROC-TV call letters. It is also using this call letter for its am station and for the fm station it acquired from Transcontinent. The licensee of the stations is Veterans Broadcasting Co., which also owns 80.5% of KTVE (TV) El Dorado, Ark., and is an applicant for ch. 9 in Syracuse, N. Y.

WHEC-TV and WVET-TV paid Transcontinent a total of $6.5 million for its ch. 5 facility. Veterans then turned over to WHEC its interest in the ch. 10 operation and in return WHEC-TV turned over to Veterans its interest in the ch. 5 assets. The FCC has ordered ch. 8 substituted for ch. 5 in Rochester; this is part of the revision of tv channels in upstate New York by which ch. 13 is added to Rochester and ch. 9 to Syracuse. WHEC-TV retains the CBS affiliation in Rochester; WROC-TV will continue with NBC and both stations will carry ABC as supplements to their primary affiliations.

Principals in the three-way transaction in Rochester which reduced to two that city's television stations, confer prior to signing the final agreement. They are (from left to right): Clifford Kirtland, vice president of Transcontinent Tv Corp., which leaves Rochester as a result of the negotiations; Ervin F. Lyke, president of Veterans Broadcasting Co., owner of WVET-TV; and Lowell H. MacMillan, vice president of WHEC Inc.

Catv to cooperate in education, defense

Community antenna operators have taken serious steps to place their facilities at the disposal of educators—and at the same time have moved to cooperate more fully with local civil defense agencies.

With the concurrence of the National Community Television Assoc. board, Dr. John Guy Fowlkes, U. of Wisconsin audio-visual expert, was added to the NCTA etv committee. Also added: Archer S. Taylor, U. of Montana; James Palmer, State College of Pennsylvania, and, as a consultant, Lawrence Stone, U. of Wisconsin. The etv committee is under the chairmanship of Homer Bergren, Seattle catv investor.

The board, which met in White Sulphur Springs, W. Va., Nov. 9-10, authorized its auxiliary services committee to work up a plan to establish liaison between catv systems and civil defense organizations so the antenna systems can be used for warning and public service communications in emergencies. This committee is under the chairmanship of Larry Boggs, Vumore Inc., Oklahoma City.

Final plans were made for NCTA's second annual legal seminar to be held Dec. 4-5 at the Edgewater Hotel, Chicago. The board also agreed to hold the 1962 NCTA convention in Washington June 17-22 at the Shoreham Hotel.

Tv good influence on children—WTMJ-TV

Television is a good influence on school children and an even better one in their daily family lives. This was the finding of a consumer analysis survey conducted by WTMJ-TV Milwaukee in conjunction with Dr. Wilbur Schramm, director of Stanford U.'s Institute for Communications Research.

According to the station, the 885 questionnaires received (100%) represented a cross-section of the Milwaukee area population. Sampled were those families whose children might be affected by television.

Some of the findings: 75.5% said that television had been good for their

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family's home life against 5.1% who said it was bad and 19.4% who had no opinion. 64.7% said they could give examples of good things their children learned from television compared with 33.6% who said they couldn't. 70.4% couldn't give an example of anything bad their children learned from television as compared with 29.94% who could.

A majority (67%) said their childen sometimes demonstrated desirable behavior owing strictly to television. 69.1% said they sometimes restrict the amount of time their children watch television compared with 17.9% who never restrict it and 13% who often restrict it.

These were some of the raw findings, WTMJ-TV said. An in depth report based on analyses by Dr. Schramm, will be released early next year.

Newspaper rates still going up, ANA report

Further increases in newspaper rates since 1960 are reflected in the new edition of the Assn. of National Advertisers' annual report on "Newspaper Circulation and rate trends," issued last week.

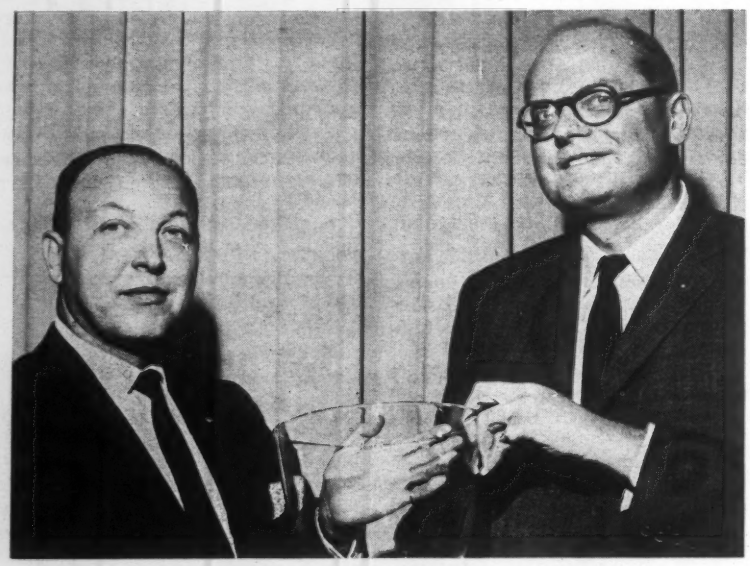
It shows the aggregate line rate for all U.S. English-language dailies this year is 69.4% higher than it was when the annual studies were started in 1946, while their aggregate net paid circulation in that time has risen only 21.7%. A year ago, the line rate was up 66% over 1946, while circulation had advanced 19.9%.

Newspapers in only one category showed a drop in aggregate line rates between 1960 and 1961—all-day and morning-evening combinations. Their rates last year were 61.3% above their 1946 level, but 60.5% over 1946 this year. In the same 12-month span their aggregate net paid circulation has gone from 80.2% of the 1946 level to 83%.

Sunday papers, on the other hand, showed a rate gain but circulation drop since 1960. Their aggregate rates, 44% above the 1946 total a year ago, are now 47% higher, while their circulations is 37.8% ahead of 1946 as compared to 41.2% ahead last year.

Between 1960 and 1961, morning newspapers' line rate went from an 81.9% to an 88.3% increase over 1946, while their circulation went from 37.3% above the 1946 level to 39.3%. Evening newspaper line rates, 61.6% ahead of 1946 a year ago, are now 65.5% higher, while circulation is 30% above the 1946 totals as compared to 28.8% a year ago.

The report also presents individual trend data for all newspapers with circulations of 50,000 or more.



A declaration of British independence

The British Broadcasting Corp. was described last week as "the most truly independent broadcasting organization in the world." The description was provided by Hugh Carleton Greene, the BBC's director-general.

Mr. Greene was guest of honor at a New York luncheon given by Robert W. Sarnoff, NBC chairman, in honor of BBC's 25th anniversary. (In picture above Mr. Sarnoff (1) presents Mr. Greene with an anniversary gift.)

Mr. Greene said no British government had interfered in BBC programs. Of BBC programming policies, Mr. Greene said that "our concept . . . aims to serve the public in all moods. We believe that minorities are as important as majorities. It may be better to give intense pleasure to a small number of people than mild pleasure to a greater number."

He acknowledged that U. S. television problems were different from England's, but broadcasters in both countries should be "servants of the public." That, he said, "is the thought that should be in our minds, rather than commercial gain or national propaganda, when the New York skyline first looms up in live transmission on British television screens, and the historic buildings of London on yours."

Leading officials of all three U.S. television networks and of other media and advertising organizations attended the luncheon which was held Nov. 13.

College broadcasters set RTES-backed meet

A national collegiate broadcasters conference will be held in New York in February 1962 under the sponsorship of the Radio & Television Executives Society. RTES President Matthew J. Culligan, who announced the project today (Nov. 20), named Richard P. Jones, vice president and media director of J. Walter Thompson Co., as chairman of the committee in charge.

The conference, first of its kind, is being arranged for the young men and women who operate more than 250 college and university campus radio stations, ranging from wired systems up to low powered am or fm transmission.

Mr. Jones, who acknowledged that the student broadcasters are "a great pool of potential talent" for the industry, announced the appointment of a steering committee which includes: Peter Storer, president, Storer Television Sales; Mark Olds, program director, WNEW New York; Irving Falk, New York U. professor; Steve Libby, manager, television department, Communications Counselors Inc.

IBA asks FCC test

The Illinois Broadcasters Assn. has asked NAB to determine the limits of government control over broadcasting. The association adopted a resolution proposed by Leslie C. Johnson, WHBF-AM-TV Rock Island, chairman of the association's freedom of information committee (BROADCASTING, Nov. 13). The recommendation and report by Mr. Johnson's committee was read to the IBA by Heber E. Darton, promotion manager of the Rock Island stations, since Mr. Johnson was unable to attend the IBA meeting in Chicago two weeks

FCC wants deeper look at station finances

IT ASKS NEW FINANCE MANAGEMENT GROUP TO HELP

An FCC official said last week that the agency needs more information about the financial operations of radio and television stations. He said the annual reports that stations now submit lack meaningful details.

The statements were made by H. H. Goldin, chief of research and education of the FCC's Broadcast Bureau, in an address to the first general membership meeting of the recently formed Institute of Broadcasting Financial Management. The IBFM comprises fiscal officials of broadcast stations.

Dr. Goldin invited the IBFM to work with the FCC in revising the financial reporting form (No. 324), and it appeared his invitation might be accepted. Henry W. Dornseif, WCCO Minneapolis, president of the institute, said he would appoint a committee to work on the problem.

The reporting form now in use, said Dr. Goldin, fails to explain why some stations that show a history of losses can command high prices when they are sold. An explanation might be had if the forms required reports of payments to officers, directors and stockholders, Dr. Goldin suggested.

In 1960, Dr. Goldin pointed out, about 1,000 radio stations reported net losses for the year (BROADCASTING, Nov. 13). Some 200 of them were stations that had been in operation since 1941 or longer. The present reporting forms provide no solid answer to the question of why stations can stay in business so many years and still show losses, according to Dr. Goldin.

Some 90 representatives from radio and television stations attended the institute's two-day membership meeting which was held in Chicago.

Call for Help ▪ One of the featured speakers was Hamilton Shea, WSVA-AM-FM-TV Harrisonburg, Va., chairman of the All-Industry Television Station Music License Negotiating Committee. In current negotiations with the American Society of Composers, Authors & Publishers, the industry must present a united front, Mr. Shea said.

The industry committee has submitted a stiff set of proposals to ASCAP (BROADCASTING, Oct. 23), and is out to win concessions that could substantially reduce payments by telecasters which ran to some $18 million last year. Yet, Mr. Shea implied, station support of the committee has fallen below expectations. "It's truly an all-industry effort," Mr. Shea said, "and in fairness all stations should carry their share of the burden." Station subscriptions to the committee are set at four times the station's highest quarter-hour rate.

Other Speakers ▪ The Institute of Broadcasting Financial Management also heard talks on financial planning, accounting, billing and office management procedures from Ralph F. Lewis, general partner in the management firm of Arthur Young & Co., New York; George W. Schiele, vice president of Broadcasting Billing Co., one of several central billing agencies that have recently announced intentions to begin operation, and W. Richard Lyman of the Ozalid Division of General Aniline & Film Corp., which manufacturers billing and record-keeping machinery.

AB-PT extra dividend

An extra dividend of 2% in common stock certificates was declared by directors of American Broadcasting-Paramount Pictures Inc. in addition to the regular forth quarterly cash dividend of 25 cents per share on the outstanding common stock (BROADCASTING, Nov. 6).

The regular quarterly cash dividend is payable Dec. 15, 1961, to holders of record on Nov. 24, 1961. The stock certificates dividend is payable Dec. 28, 1961, to common stockholders of record on Nov. 24, 1961. An extra dividend of 2% common stock certificates was also paid last year.

Radio 'universal medium'

Radio received strong support as an effective advertising medium from Don Leonard, vice president and media director of Fuller & Smith & Ross, in a speech before members of CBS Radio Spot Sales last week.

Mr. Leonard told the group that "everyone who has a product or service to sell can use radio," and "he can undoubtedly use radio more successfully than some of the media he is now using."

In examining the advantages of introducing an advertiser to radio, Mr. Leonard described it as "the true universal medium."

"Everyone listens to radio some time or other each weekend and 'everyone' must include purchasing agents, executives and so on." Mr. Leonard spoke at a CRSS seminar for agency buyers.

Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

—who buy 28.8% more food products in Kentucky and Southern Indiana!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

AFTRA, KFWB settle strike

Missing from Hollywood Boulevard last week were pickets for the American Federation of Television & Radio Artists who for four months—since July 11—had paraded back and forth across the entrance at KFWB in a strike against the station. The union also had stopped distributing leaflets urging recipients not to patronize advertisers on KFWB nor to buy the encycloepedias published by Crowell-Collier Publishing Co., owner of Crowell-Collier Broadcasting Corp., licensee of KFWB.

The strike ended with a three-year agreement calling for $187.50 weekly base wages for staff announcers the first year (retroactive to May 1), $197.50 the second year and $205 the third. The base wage had been $155, although most newscasters at KFWB were receiving $173 and all the disc jockeys well over that figure. The new scale is the same as that which recently became effective at KMPC Los Angeles (BROADCASTING, Oct. 9). The three newsmen returning to the station after the strike will receive $195 a week.

The strike ended without an end to two of its more serious phases, however. AFTRA has not rescinded its expulsion of or revoked more than $40,000 in fines against eight former members who continued to work at KFWB after the strike was called. Nor has KFWB withdrawn its legal actions against the union, one a suit for $11,400,000 charging AFTRA and several members with libel, distortions and misinformation, the second for $179,384 plus for damages allegedly suffered by KFWB because of pressure illegally exterted by AFTRA on the station's advertisers.

Media reports...

New fm ▪ WHFS (FM) Bethesda, Md., went on the air Nov. 12 as the Washington, D.C., area's first fm stereo station. The station operates on 102.3 mc with 1 kw. It is owned by High Fidelity Broadcasters Inc., with William A. Tynan as station manager. The station broadcasts from 4:30 p.m.-midnight seven days a week.

Nab fugitive ▪ A pair of Oklahoma City newsmen, Max Wolf and Bruce Hickman, chief photographer of KWTV (TV) and news director of KJEM, respectively, became heroes for a night when they captured an escaped federal prisoner. The two newsmen spotted the man in the weeds of a field while they were making a routine check around the city. They held him until police arrived.

Starts broadcasting ▪ WNEM-FM Saginaw, Mich., began broadcasting Nov. 12. The station, on 102.5 mc with 93 kw, has a broadcast day from 11:30 a.m. to midnight. The station is owned by Gerity Broadcasting Co., James Gerity Jr., president. The fm outlet will specialize in what it calls adult music.

Crash reporting ▪ WRNL Richmond claimed to be first on the scene to report the tragic Imperial Airlines plane crash that took the lives of more than 70 Army recruits. The station's *Nightbeat* reporter gave the initial account on the air of the crash. WRNL also furnished beeper reports to 15 stations from Montreal to Phoenix. It also fed the account of the story to the CBS Network.

Begins operations ▪ KHOK Hoquiam, Wash., a 1 kw daytimer on 1560 kc, began operations last week. The station is owned by Twin Cities Broadcasting Co. KHOK programs western music from 6-9 a.m. and popular music throughout the rest of the day.

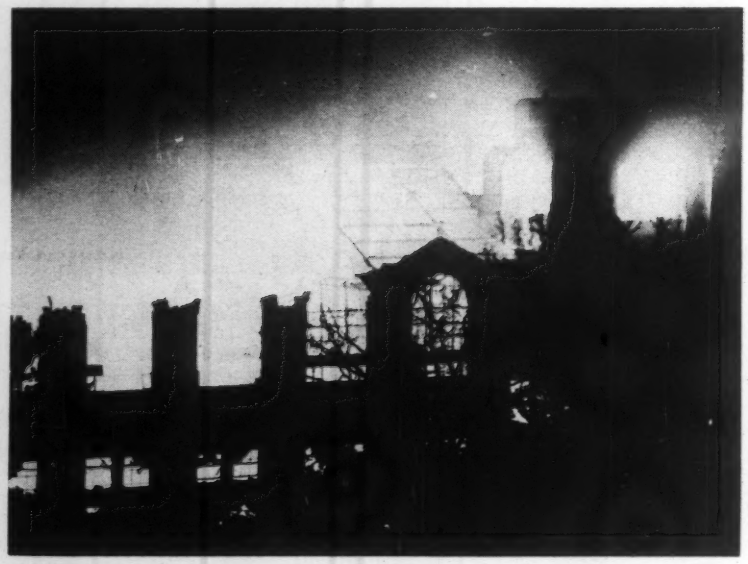
Boost for CBS-TV ▪ KGIN-TV Grand Island, Neb., has joined CBS-TV as a booster station, carrying all network programs ordered for and telecast by KOLN-TV Lincoln, Neb. KGIN-TV, which will be listed on the rate card as a booster to KOLN-TV, is owned by Cornhusker Television Corp.

Proven fund raiser ▪ When the chips were down and $7,500 had to be raised in Benton, Ky. (population 3,000), in less than 24 hours, the city fathers turned to WCBL, that city. And it turned out to be a wise decision as the station accomplished the goal, thus helping to bring back an industry (the Ashby Metal Forming Co.) that once was housed in Benton before shifting to St. Louis three years ago.

VFW awards ▪ WMNI Columbus, Ohio, has been awarded the Ohio Veterans of Foreign Wars award for a series of editorials called the *Communist Report*. Bob Sherman, the station's news director, received an individual award for his work on the series.

Call letter change ▪ KQBY San Francisco has changed its call letters to KKHI. The station was purchased last month by Frank Atlass from Gordon Broadcasting Co. It is an affiliate of Mutual Broadcasting.

On the air ▪ KHFR-FM Monterey, Calif., went on the air last month as the area's first exclusively fm outlet.



Educational station loses home in blaze

A fire completely destroyed the facilities of KWLC Decorah, Iowa, on Nov. 2—just two weeks after a station remodeling job.

The C. K. Preus gymnasium, which housed the KWLC studios, and practically all the non-commercial station's equipment were destroyed.

KWLC has been located on the campus of Luther College for 22 years. The total damages were estimated at $20,000, and items lost include two Ampex recorders.

KWLC, a 250 w outlet on 1240 kc, is operating at present from the studios of KDEC Decorah, a commercial station.

The station operates with 18 kw on 96.9 mc. It is owned by Kenneth F. Warren, and broadcasts from noon to midnight on weekdays and from 10 a.m. to midnight on weekends.

Award to WBAL ▪ The Baltimore post office has awarded to WBAL, that city, its highest honor for public service. The award was given to the station for its work over the years in rendering service to the post office and its personnel.

Charity ▪ WDAS Philadelphia has established WDAS Charities to provide help and assistance to the 700,000 members of the Philadelphia Negro community. WDAS is owned by Max Leon.

Dividends ▪ Storer Broadcasting Co. has announced a quarterly dividend of 45¢ per share to owners of common stock of record Nov. 24 payable Dec. 11. Also announced was a 12½¢ quarterly dividend to owners of Class B common stock.

Etv group moves ▪ The Washington Office of the National Educational Television & Radio Center has moved to 1619 Mass. Ave., N.W., Washington 6, D. C. Telephone remains same: Hudson 3-6367.

Stations pick ▪ KMSP-TV Minneapolis-St. Paul has appointed Knox-Reeves Adv., Minneapolis, as its advertising agency. KXTV (TV) Sacramento, Calif., has appointed Allen, De St. Maurice & Spice Adv., San Francisco, to handle a special advertising campaign announcing the completion of its new 1,549-foot transmitter tower. WABC New York has appointed Daniel & Charles Inc., New York, as its agency. KGO San Francisco appoints the Charles W. Johnson Agency, that city, to handle its advertising. Mr. Johnson is a former KGO sales executive.

MBS shines in Florida ▪ WINZ Miami and WINQ Tampa have joined Mutual. Both stations operate with 50 kw and are owned by Rand Broadcasting Corp. The affiliation for WINZ started Nov. 13 and will begin for WINQ on Feb. 19, 1962.

KQXR (FM) rebroadcasts KEAR (FM) ▪ Except for twelve hours a week that it programs on its own, KQXR(FM) Bakersfield, Calif., has begun to rebroadcast the programming of KEAR (FM) San Francisco 24 hours a day. Both stations carry a format of religious music and inspirational presentations, and are supported by audience contributions. KEAR (FM) is owned by Family Stations Inc., which also owns and operates KEBR Sacramento on the same non-profit basis.

INTERNATIONAL

Advertisers also responsible, says CAB head

JAMIESON ADDRESSES FIRST MEETING OF TORONTO RTEC

Advertisers have responsibilities to the broadcast medium, Don Jamieson, CJON-AM-FM-TV St. John's, Nfld., and president of the Canadian Assn. of Broadcasters, told the founding meeting of the Radio & Television Executives Club at Toronto. "Broadcasters must not be treated just as the greatest advertising medium in the world," he said.

Mr. Jamieson said many advertisers should be taking some of the criticism now leveled at broadcasters.

He felt that if broadcasters raise their standards overnight, as the theorists want, they would lose their mass audience, not only in terms of money but in terms of information now brought to the masses.

Mr. Jamieson thought Canadian legislators should completely overhaul broadcast regulations which have not kept pace with electronic developments.

Advertisers should do more than aim for programs which will bring the highest audience ratings, otherwise there is danger that the critics of broadcast advertising will cause changes, he said.

Ken Soble, CHCH-TV and CHML Hamilton, Ont., was elected president of the new Radio and Television Executives Club; W. C. T. Cran, CFRB-AM-FM Toronto, vice president, and Ralph Snelgrove, CKVR-TV and CKBB Barrie, Ont., speaker.

The club will bring leading speakers to Toronto on a monthly basis, including Oliver Treyz, ABC-TV president, in December; Roy Thomson of Thomson Newspapers and Scottish Television in January; and Norman Collins, chairman of Great Britain's ATV network, in February. Also on the proposed list are President John Kennedy, Newton Minow, and Canadian Prime Minister John Diefenbaker.

Six tv satellites approved by BBG

Six new television satellite stations, one new am commercial broadcasting station, and six power increases have been recommended by the Canadian Board of Broadcast Governors meeting at Ottawa.

New 5 w satellites on ch. 5 to rebroadcast programs of CHBC-TV Kelowna, B.C., were recommended at Enderby, B.C., to Henry V. Desnoyer, and at Peachland, B.C., to Robert Chapman.

Canadian Broadcasting Corp. was recommended for a ch. 12 satellite at Timiskaming, Que., with 7.8 kw video and 3.54 kw audio power and antenna of 860 feet above average terrain to rebroadcast programs of French-language station CBFST (TV) Sturgeon Falls, Ont.

CKCW-TV Moncton, N.B., will be able to have a 5 w satellite on ch. 7 at Newcastle, N.B., to rebroadcast programs of CKAM-TV, Upsalquitch Lake, N.B., itself a satellite of CKCW-TV.

To rebroadcast programs of CJLH-TV Lethbridge, Alta., Alfred A. Baker has been recommended for a 5 w transmitter on ch. 12 at Waterton Park, Alta.

CJCH-TV Halifax, N.S., was recommended for a ch. 10 satellite at Canning, N.S., with 9.05 kw video and 4.530 kw audio power and antenna 886 feet above average terrain.

Satellite was not approved for

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

CHSA-TV Lloydminster, Sask., at North Battleford, Sask., and application for new tv station at Ste. Anne des Monts, Que., on ch. 4 by T. V. Transgaspesienne Inc., was deferred.

A new radio station was approved for Rejean Boivin at Mont Laurier, Que., on 610 kc with 1 kw, station to carry French-language programs of CBC French radio network.

Two applications for new radio stations were turned down, one at Abbotsford, B.C., and the other a satellite of CKEN Kentville, N.S., at Wilmot Station, N.S.

The Dept. of National Defense for Royal Canadian Air Force bases was recommended for a 10 w station on 1340 kc at Moisie, Que.; a 50 w station on 1450 kc at Senneterre, Que.; a 20 w station on 1340 kc at Mont Apica, Que.; and a 6 w station on 1400 kc at Parent, Que. These stations will be operated on a voluntary basis by RCAF staff.

Other BBG Actions ▪ Decision was deferred for the time being for an fm station by CKNW New Westminster, B.C., with 310 kw on 101.1 mc. The application is to be heard again at the April 1962 hearing of the BBG.

Power changes were approved for CFRY Portage La Prairie, Man., from 250 w on 1570 kc to 1 kw on 920 kc; for CJDV Drumheller, Alta., from 10 kw day and 5 kw night to 5 kw; for CFPL-FM London, Ont., from 4.6 kw on 95.9 mc to 179 kw on same frequency, with antenna height from 99.2 feet to 885 feet above average terrain; for CFCF-FM Montreal, Que., from 7.7 kw on 106.5mc to 55.4 kw on 92.5 mc, and antenna from 453 feet to 979 feet above average terrain; for CJOB-FM Winnipeg, Man., from 250 w to 310 kw on 97.5 mc; for CKSO-TV Sudbury, Ont., for independent tv station to go on the air in Canada in 1953, from 30 kw video and 16 kw audio power to 72 kw video and 40 kw audio power on channel 5 with antenna from 284 feet to 2,049 feet above average terrain.

CBH Halifax, N.S., was approved for change from 790 kc to 860 kc with 10 kw.

Change of ownership of shares and/or ownership for undisclosed amounts, were approved for CFUN Vancouver, B.C., to new corporate owner Broadcast Operations Ltd.; share transfer for CFBC Saint John, N.B.; and share transfer of all issued shares for CKRM Regina, Sask.

Canada alert

All Canadian radio stations were on a national network on Nov. 13 from 7-8:30 p.m. EST, as Canada began a 48-hour survival exercise, Tocsin II. The radio stations carried the network program from the nuclear war survival center north of Ottawa, Ont., telling Canadians what would happen and how Canada planned to handle survival in case of a nuclear attack on major city targets. This was the second such exercise this year, the earlier one having been carried out on May 19, but not on as extensive a scale. Radio will be main method whereby Canada will keep in touch with its people in case of an attack.

Canadian tv firm begins public affairs series

A new tv production company, Channel Television Productions Ltd., has been formed in Toronto. The company begins production with *Telepoll*, the first public affairs series to be commercially sponsored on Canadian television. It will produce programs for use in Canada and for sale internationally after a Canadian premiere.

The firm was set up by Beaver Film Productions Ltd., and CTV Television Network Ltd., both of Toronto, and Ted Cott, executive vice-president of WNTA-TV New York.

David Griesdorf is president of Channel Television Productions Ltd., 175 Bloor St. East, Toronto, and Ted Cott is executive vice-president.

Canadian reps, agencies discuss what sells time

The 10 most important factors influencing purchase of broadcast time by advertising agencies for their clients were listed recently in Hamilton, Ont. Participants in the "Meet the Buyer" seminar of the Central Canadian Broadcasters Assn. detailed the following as the factors: marketing objective, coverage and reach, flexibility, cost efficiency, type of audience, merchandising and promotion, budget, competitive activity, frequency and creativity.

More than 30 senior representatives of 11 of Canada's top agencies sat down with representatives of English-language Ontario and Quebec radio and television stations in the two-hour session on Oct. 30. The conference was arranged by the Station Representatives of Canada, and presided over by Andy McDermott of Radio & Television Sales Inc., Toronto.

Toronto firm syndicates Rank

More than 50 British films of the 1954-57 period have been bought for syndication in Canada by Atlas Telefilm Ltd., Toronto, Ont. The features were bought for a reported $500,000 from the J. Arthur Rank Organization of London.

Earlier, Atlas Telefilm had purchased a number of films from London's Ealing Studios. The syndicating company was formed this year and is headed by Leslie A. Allen.

The films purchased include Sir Laurence Olivier's "Hamlet," Moira Shearer's "The Red Shoes," and "The Ladykillers" with Sir Alec Guinness and Peter Sellers.

New BBG spot rules aid radio stations

The Canadian Board of Broadcast Governors has announced new regulations to ease restrictions on radio commercials by allowing individual stations more latitude in their placement. Under the new rules, a total of 20% of all broadcasting time between 6 a.m. and midnight each day of every week may be devoted exclusively to commercial spotting and announcements.

The new ruling will allow stations to program commercials heavily for local weekend and holiday retail advertising, and go correspondingly light in time periods that do not attract advertisers.

Before the Nov. 11 ruling, handed down at the conclusion of BBG public hearings, stations had been limited to 20 spot announcements an hour or a total of 16 minutes each broadcasting hour. This, stations claimed, did not allow individual flexibility to meet local advertiser requirements.

The radio commercial regulations are the product of a consortium among individual stations, the Canadian Assn. of Broadcasters and the BBG. The CAB has been vocal in its insistence that the advertising regulations should accommodate small stations (BROADCASTING, Sept. 4).

The BBG hopes that the new regulations will mean a number of commercial-free program periods each day, and that new formats and content will appear in the hours of uninterrupted programming.

An aside to the new regulations is that each station must report annually to the BBG how it has promoted and insured the maximum use of Canadian talent.

Canadian TvB gets research

Television Bureau of Advertising of Canada, Toronto, has announced the availability of all research services of the Bureau of Broadcast Measurement under a special agreement extending through 1962.

In addition to its regular survey reports, BBM will supply the television bureau with various special tabulations, and will work closely with the bureau in developing a wider use of documented tv research by advertisers and agencies.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Walsh

Frank Walsh, research director, Compton Adv., Chicago, elected vp. Mr. Walsh, who has been with agency for five years, served previously with General Foods in New York as associate research director working on Post cereals and Maxwell House coffee. Earlier, he was associate research director of Armour Foods, Chicago, and account executive, McCann-Erickson, New York.

Donald D. Madden, formerly of Colgate-Palmolive Co., New York, joins Lestoil Products Inc., Holyoke, Mass., as general sales manager, newly created post. **Owen J. Carroll,** formerly of Boyle-Midway Div., American Home Products, named to newly created position of merchandising manager at Lestoil. **William J. Massey** appointed field sales manager, also new post. He previously was Lestoil retail field sales manager. **Marion T. Mocheski** appointed sales promotion manager, and **Jeremiah H. Creedon** becomes marketing assistant. All above will report to Edward J. Fredericks, director of marketing.

Finlay W. Morrow, account executive, Riedl & Freede Adv., Clifton, N. J., appointed vp and marketing director. Mr. Morrow previously was with N. W. Ayer & Son and Gresh & Kramer Adv., both Philadelphia.

Spurgeon K. Britt named coordinator of advertising, and **Thomas W. Wilson** named coordinator of sales promotion for Humble Oil & Refining Co., Houston, Tex. Mr. Britt, who joined Humble in 1946, has been serving as manager of advertising and sales promotion in company's southwest region. Mr. Wilson was manager of motor products advertising and sales promotion for Esso Standard Region of Humble.

Herbert M. Shayne appointed to newly-created position of new products manager in Pepsodent Div., Lever Bros. Co., New York. Before joining Pepsodent in 1958, Mr. Shayne was with Hudson Pulp & Paper Co.

John G. Jennings appointed to newly created post of director of market research and new products coordinator for John H. Breck Inc., hair preparations firm, Springfield, Mass. Mr. Jennings was vp for marketing for Noreen Inc., Denver.

Soulard Johnson, president of KWRE Radio Inc., joins Hart Adv. as vp in charge of client service. He formerly was national sales manager for KWK St. Louis and earlier served as sales manager for western division of CBS.

Mr. Noble

Mark Noble named marketing and research director for western division of Fletcher Richards, Calkins & Holden, New York, with headquarters in San Francisco. Before joining agency's Seattle office in 1960, Mr. Noble was senior marketing analyst of Gillette Safety Razor Co., Boston.

Benjamin H. Oehlert Jr., vp, Coca-Cola Co., Atlanta, Ga., named president of Coca-Cola's Minute Maid division, Orlando, Fla.

Beryl Seidenberg, vp and media supervisor, Kaster, Hilton, Chesney, Clifford & Atherton, New York, joins Smith/Greenland Adv., that city, as media director.

Florie Field, media director, The Goodman Organization, Los Angeles advertising agency, joins Nides-Cini Adv., that city, in similar capacity.

Gil Savitzky, chief media buyer, W. B. Doner Adv., Baltimore, joins Leon S. Golnick Adv., that city, as media director.

William T. Mann, former tv producer with Ted Bates, New York, joins radio-tv department of N. W. Ayer & Son, that city, as tv commercial producer. **Donald R. Sanders,** marketing research analyst, State Street Bank & Trust Co., Boston, joins Ayer's Philadelphia office in plans and marketing department. **Richard M. Keith** joins copy depart-

New PRSA officers

Walter W. Belson, assistant to president and pr director, American Trucking Assn., Washington, elected president of Public Relations Society of America. Other officers elected: **Ward B. Stevenson,** vp for pr, International Telephone and Telegraph Corp., New York, vp; **Harold M. Gartley,** president, Gartley & Assoc., New York financial pr counseling firm, treasurer; and **Donald N. Phillips,** district sales and pr manager, United Air Lines, New Orleans, secretary. Elected to board: **Chester Burger,** president, Communications Counselors, New York, and **Claude Ramsey,** president, Public Relations Inc., Denver, Colo.

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One of New York's most desirable locations

MADISON AVENUE AT 52nd STREET

A Bigger and Better

Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.

The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

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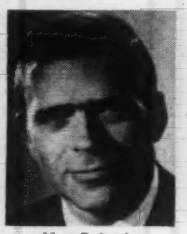
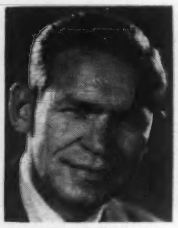
KNOTT HOTELS

Mr. Copher


Mr. Roberts


Mr. Shem

Mr. Sulcer

NL&B elects four vice presidents

Jack W. Copher, account supervisor, **Bradley H. Roberts,** account supervisor and assistant manager of account executive department, **Carl A. Shem Jr.,** account executive, and **Frederick D. Sulcer,** account supervisor, all Needham, Louis & Brorby, New York, elected vps of agency. Mr. Copher joined NL&B in 1960 after previously serving with The Toni Co. and Armour & Co. Mr. Roberts has been with agency since 1957 after an earlier association with Compton Adv., New York. Mr. Shem joined NL&B in 1957 after working for Compton Adv. and McCann-Erickson. Mr. Sulcer has longest service with NL&B. He joined agency in 1947 as trainee and has progressed successively to copywriter, assistant director of copy department, manager of radio-tv creative department, and currently account supervisor.

ment in Philadelphia. He is former technical editor in General Electric's advertising and sales promotion department.

Charles Mangel, public relations department, BBDO, New York, appointed manager of press relations.

Robert H. Gray named advertising manager of Blair Quality Products, Anna Elizabeth Wade and Friendship House sales divisions, Morton Manufacturing Corp., Lynchburg, Va. He will in addition serve as promotion manager for Wade division.

James P. Barrett, formerly with Grey Adv., New York, joins Street & Finney Adv., that city, as account executive. **Alfred V. Hansen,** formerly of Donahue & Coe, New York, joins S&F as copywriter.

Philip J. Laven, former account executive with Campbell-Mithun Adv., Minneapolis, joins Leo Burnett Adv., Chicago, in similar capacity.

James P. Shenfield, assistant to president, Campbell Soup Co., Camden, N. J., assumes additional responsibilities of vp for marketing, Campbell's Soups International.

Mr. Day

Bill Day, assistant news director, KBTV (TV) Denver, joins Harold Walter Clark Adv., that city, as account executive and director of pr. At one time he headed his own public relations firm.

Guy E. Seymour and **Dudley D. Gray** appointed account executive and senior art director, respectively, at Nichols, Flink & Assoc., Decatur, Ill. Mr. Seymour was account executive on Kroger Co. account for Campbell-Mithun Adv., Chicago. Mr. Gray was formerly with Gabel & Assoc. and Ward Hicks Adv., both Albuquerque, N. M.

Robert Previdi, Benton & Bowles, New York, joins Papert, Koenig, Lois Adv., that city, as media buyer. At PKL he will handle products of General Wine & Spirits Co. and Pharmacraft Labs.

Mr. Nye

Alden S. (Bill) Nye, who for 16 years served as radio-tv director of McCann-Erickson, San Francisco, resigns to establish own firm, Nye Communications Enterprises, 406 Sutter St., that city, engaging in all phases of communications, including radio-tv, film production and writing for publication. Mr. Nye will be in association with his wife, **Dorothy H. Nye,** who served for ten years with KGO-TV San Francisco as writer-producer-director.

Gordon White, formerly with Marks-Rifkin Adv., Beverly Hills, **Richard Delcarson,** formerly with Fairchild, Groeneveld, Fitzgerald Studios, Detroit, and **John Brink** join Johnson & Lewis Adv., San Francisco, as account executive, art director and traffic director, respectively.

Jack B. Weiner, former associate editor *Television* magazine, New York, joins Television Bureau of Advertising, that city, as manager of national sales development.

Gale Blocki Jr., Radio Advertising Bureau, Chicago, joins Chicago staff of WNEW National Sales, division of Metropolitan Sales. Mr. Blocki was with John Blair & Co., Chicago, for 16 years before opening RAB's midwestern office.

Pat McInroy joins Fuller & Smith & Ross, New York, as copywriter. He was previously with Young & Rubicam and McCann-Marschalk.

Cathy Lightbourn, formerly with Young & Rubicam and J. Walter Thompson, joins copy staff of M. M. Fisher & Assoc., Chicago.

Maureen Blackmon, former account executive, Charles W. Hoyt Adv., New York, joins Storm Adv., St. Louis, as associate copy director. **Brian H. McDonald,** formerly on pr staff, *TV Guide* magazine, joins Storm's pr division.

Alwyn W. Knight, account executive, N. W. Ayer & Son, Honolulu, appointed manager of Honolulu office, succeeding **James P. Smith** who was re-assigned to Ayer's San Francisco office.

Rudy Perz, tv copy supervisor, Leo Burnett Adv., Chicago, named "copywriter of the year" by Chicago Copywriters Club for his work on Kellogg and Allstate Insurance Co. tv spots.

Fred Hale, vp and account supervisor in San Francisco office of Cunningham & Walsh, New York, appointed Los Angeles manager of agency. Mr. Hale, who is account supervisor of Quatas Empire Airways account, will continue in this capacity from Los Angeles. He joined C&W in 1956 in New York office and was transferred to San Francisco in 1958.

New CBA officers

George Whitney, vp and general manager, KFMB-AM-FM-TV San Diego, elected president of California Broadcasters Assn., succeeding **Lou Simon,** general manager, KPIX (TV) San Francisco. Mr. Whitney was previously president of association in 1958. Other new officers: **Hugh Turner,** vp, general manager and chief engineer, KTIM San Rafael, vp for radio; **Al Constant,** station manager, KRON-TV San Francisco, vp for television; **Alan Lisser,** program director, KBIG Avalon, secretary-treasurer; New directors: **Howard J. Haman,** vp and general manager, KXOA Sacramento; **Leslie H. Peard Jr.,** general manager, KFRE-TV Fresno; **Robert D. Wood,** vp and general manager, KNXT (TV) Los Angeles and **Alan Lisser** who was re-elected to board. Mr. Simon, outgoing president, automatically becomes board member.

THE MEDIA

Mr. Schlosser

Herbert S. Schlosser assumes responsibility for talent and program administration at NBC-TV, taking administrative position formerly held by **James A. Stabile,** who was appointed vp and associate general attorney (WEEK'S HEADLINERS, Nov. 13). Mr. Schlosser joined NBC as attorney for California National Productions in 1957. He later became vp and general manager and was appointed director, talent and program administration for NBC-TV in June 1961.

Milton H. Klein, general manager, KEWB, elected president of San Francisco Radio Broadcasters Assn. Other officers elected: **Elmer O. Wayne,** general manager, KGO, vp; and **Jules Dundes,** general manager, KCBS and vp of CBS, secretary-treasurer.

Gunnar O. Wiig, general manager, WROC-TV Rochester, N. Y., until that facility was purchased by Veterans Broadcasting Co. last week (see page 91), named general manager of Genesee Valley Television Co. Inc., one of many interested parties for Rochester's ch. 13.

Robert A. Bernstein, trade press executive at Westinghouse Broadcasting Co., New York, named director of public relations, succeeding **Michael Santangelo,** who has been transferred to WBC's programming department. Prior to joining WBC two years ago, Mr. Bernstein was with *Billboard*, Guild Films and DuMont Television Network.

Richard E. Campbell, program director, WDVA Danville, Va., named general manager, succeeding **Emerson J. Pryor,** who retires from broadcasting to assume position of president of Hartman Tire Co., that city. Mr. Campbell has been station's program manager since it began operations in 1947. **Jeff Waugh,** continuity director, undertakes additional duties of promotion director.

Raymond C. Motley named general manager, The Fort Hamilton Broadcasting Co., owners and operators of WHOH-AM-FM Hamilton, Ohio. He had served as commercial manager for past 10 years.

Loomis C. Irish, manager of ABC-TV night-time sales service, promoted to director of sales service. **John McAvity,** ABC-TV eastern sales service manager, named manager of night-time sales service, and **Mark Cohen,** supervisor of estimating, named manager of eastern sales service for ABC-TV.

Lee Allan Smith, assistant manager, WKY Oklahoma City, elected president of Assn. of Independent Metropolitan Stations at AIMS convention in New York.

Luke Wilson, commercial manager, WDXB Chattanooga, elected vp in charge of sales, French Inc., station's parent company.

Harry B. Green, manager of special projects for accounting department of National Theatres & Television, named general manager of NT&T's six community antenna tv systems in Williamsport, Pa.; Alpena, Mich.; Bluefield and Logan, W. Va.; Hattiesburg, Miss.; and Ferriday, La.

Jack L. Breece, formerly with KUPD Temple, Ariz., and earlier KITO San Bernardino, Calif., joins KIMM Rapid

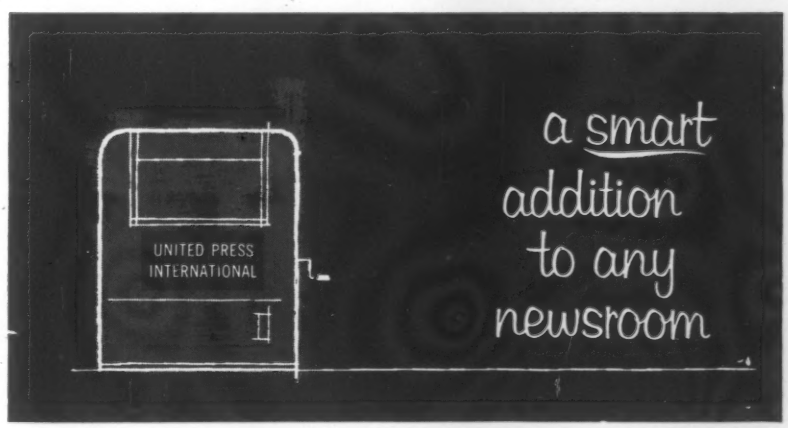
B'nai B'rith honors AB-PT's Goldenson

Leonard H. Goldenson (c), president of AB-PT Inc., receives the B'nai B'rith's highest award for humanitarian service from Label A. Katz (l) of New Orleans, B'nai B'rith president, at a dinner in New York last week. The interested observer is Jack Benny, guest speaker at the Waldorf-Astoria banquet.

In his acceptance address Mr. Goldenson called international television "one of man's greatest potential communications forces which represents the means by which people of the world can begin to build bridges of understanding between nations."

Referring to effective communications as one of the best antidotes against the separation and division that has plagued mankind, Mr. Goldenson said: "The great challenge . . . is how to effectively use this international scientific television advancement. I hope that God will give us the wisdom to use this tremendous resource for good."

At the dinner, Mr. Goldenson was cited "for creative and pioneering efforts in both medical care and research, and in advancing international relationships through overseas television." He was a founder of and presently serves as chairman of the board of directors of the United Cerebral Palsy Assns.



City, S. D., as assistant manager in charge of programming and production.

William P. Keeney, former treasurer of Lavenson Bureau of Advertising, joins WRCV-AM-TV Philadelphia, as business manager succeeding **Arthur A. Watson,** who was recently named station manager of WRCV-TV.

Herbert A. Claassen, account executive at H-R Television, New York, appointed assistant sales manager for contracts. With H-R for six years, Mr. Claassen was formerly associated with Henry I. Christal Co., Ruthrauff & Ryan and Compton Adv., all New York.

Michael E. Drechsler, assistant operations manager, WKNB New Britain, Conn., and **Tony Pansullo,** member of station's sales and merchandising staff, promoted to operations manager and general sales manager, respectively.

Mr. Forward

Robert H. Forward, vp in charge of programs, KMPC Los Angeles, resigns to assume post of executive vp and general manager, KLAC-AM-FM, that city. Mr. Forward had been with KMPC since 1956. Appointment followed announcement by KLAC president Mortimer Hall that plans to sell KLAC-AM-FM had been called off. (See story, page 89.) **Jim Healy,** former sports director, KBIG Santa Catalina and recently sports announcer at KMPC, joins KLAC as sports director, effective Nov. 20.

Paul N. Lindsay, advertising and promotion manager, WOWO Fort Wayne, Ind., named to newly created post of advertising, promotion and publicity manager, WIND Chicago.

IBA officers for 1962

Gordon Sherman, general manager, WMAY Springfield, Ill., elected president of Illinois Broadcasters Assn. at annual meeting in Chicago on Nov. 11th. Other officers elected: **Robert W. Frudeger,** WIRL Peoria, vp for radio; **Clark George,** WBBM-TV Chicago, vp for tv; **M. H. Stuckwish,** WSOY Decatur, secretary-treasurer. Elected to board of directors: **Paul F. McRoy,** WCIL Carbondale; **Walter J. Rothschild,** WTAD Quincy; **Joe Baisch,** WREX-TV Rockford; **Thomas S. Land,** WFIW Fairfield, and **Vernon A. Nolte,** WJBC Bloomington (see BROADCASTING, Nov. 13).

NAB's radio pr committee

Robert J. McAndrews, vp and station manager, KBIG Santa Catalina, appointed chairman of NAB's radio public relations committee. Others appointed: **John S. Booth,** president, WCHA Chambersburg, Pa.; **Carleton D. Brown,** president and general manager, WTVL Waterville, Me.; **B. Floyd Farr,** vp and general manager, KEEN San Jose, Calif.; **A. Boyd Kelley,** president, KRRV Sherman, Tex.; **Hugh O. Potter,** general manager, WOMI Owensboro, Ky.; **F. C. Sowell,** vp and general manager, WLAC Nashville, Tenn., and **Alvin H. Temple,** general manager, WKCT Bowling Green, Ky. All are members of NAB's radio board of directors.

Committee will advise NAB's public relations service on its program of on-the-air promotional material. For last two years, NAB has sponsored a "Build Radio With Radio" campaign. More than 1,400 NAB members are now participating in this promotion.

John Holland, director of sales promotion and research, WIND Chicago, promoted to new post of national sales coordinator.

Jim Gillespie, assistant promotion manager, KXTV (TV) Sacramento, Calif., appointed merchandising manager. **John Wyatt,** from KXTV production staff, named assistant promotion manager, succeeding Mr. Gillespie.

Ronald A. Deere, traffic manager, WGY Schenectady, N. Y., appointed sales representative.

Gene Haflich, advertising and sales promotion supervisor, Maplehurst Farms Inc., joins sales staff, WLWI (TV) Indianapolis succeeding **Bill Fagan,** who accepts position as assistant operations manager at Purdue U.

William Vandermay, chief operations engineer, KOMO-TV Seattle, joins KATU (TV) Portland, Ore., as chief engineer.

Clair Miller, news director, WFJC-FM Miamiburg, to WEEC-FM Springfield, both Ohio, as chief announcer.

Jack Powers, public affairs director, WXYZ Detroit, joins WABC-AM-FM New York, as director of news and public affairs.

Charles F. Barry, account executive, KCMO-TV Kansas City, joins sales staff, KWKW Pasadena, Calif.

Mel Lucas, general manager, KATT (FM) Woodland, Calif., announces he is Democratic candidate for U. S. representative from California's fourth Congressional District.

Herbert N. Maletz, chief counsel for House Antitrust Subcommittee for past seven years, appointed commissioner of U. S. Court of Claims, Washington, D.C., effective Nov. 27. Mr. Maletz was important figure in antitrust subcommittee's investigation of network practices and is credited with key role in authorship of subcommittee's report declaring option time a violation of antitrust law.

Mr. Schoenbrun

David Schoenbrun named chief correspondent for CBS News, Washington, effective Jan. 1. He succeeds **Howard K. Smith,** who resigned Oct. 30 (BROADCASTING, Nov. 6). Mr. Schoenbrun, who served as CBS News' bureau chief in Paris since 1947, was previously with U. S. Office of War Information as editor of western European desk (1941-43) and later as manager of Paris bureau of Overseas News Agency (1945-47).

PROGRAMMING

George Chandler re-elected president of Screen Actors Guild. Other officers elected: **Dana Andrews,** first vp; **James Garner,** second vp; **Charlton Heston,** third vp; **Conrad Nagel,** fourth vp; **Ann Doran,** recording secretary, and **Frank Faylen,** treasurer.

Marvin Korman, advertising department, Screen Gems, New York, named to newly created post of advertising and promotion manager. **William Hart,** eastern sales executive, moves to Chicago as SG's midwest sales manager, and **Robert Newgard,** former midwest sales representative, becomes western division sales manager in Hollywood.

Daniel Z. Karoff appointed chief production manager, Van Praag Productions, New York.

Milas Henshaw named producer for *Wanderlust* and *Holiday* series at Bill Burrud Productions, Hollywood. **Patricia Currey** appointed production coordinator for both programs.

Kay Thompson named creative consultant for *Judy Garland Special* scheduled for March 11 on CBS-TV.

Bill Smith, faculty member, New School for Social Research, New York, named talent consultant for WBC's nightly tv series, *PM East.*

INTERNATIONAL

Mr. Sutton

Mr. Gordon

William H. Gatefield, treasurer, Essex Broadcasting Inc., manager of CKLW-AM-TV Windsor, Ont.-Detroit, elected to board of directors. **John Gordon,** program director, CKLW, named program and production manager, and **Thomas J. Sutton,** production manager, CKLW-TV, appointed program and production manager. Mr. Gordon joined CKLW in 1935 as announcer and was promoted to chief announcer before serving as program director. Mr. Sutton previously was producer-director at WWJ Detroit before joining CKLW-TV as production manager in 1957.

Martin Fritze, tv producer, J. Walter Thompson Co. Ltd., Toronto, to company's new office at Frankfurt, Germany.

Chuck McManus, formerly of CKPR Fort William, Ont., named sports director, CHAB-TV Moose Jaw, Sask.

Mr. Cooke

Hal E. Cooke, general manager, CKEY Toronto for past 12 years, named general manager, CKSL London, Ont. Previously Mr. Cooke held executive positions in programming, production operations and sales with Northern Broadcasting Ltd.

Richard Stenta, CBS Radio staff producer-director, joins GAC-TV. He will coordinate company's European activities from Rome office.

Eric Maschwitz, head of BBC-TV's light entertainment department, appointed advisor on entertainment programs to **Stuart Hood,** controller of programs, BBC-TV.

EQUIPMENT & ENGINEERING

Paul Garrison appointed general manager, Technical Appliance Corp., wholly owned subsidiary of Jerrold Electronics Corp., Philadelphia. Mr. Garrison formerly was sales manager of special products division ITE Circuit Breaker Co., Philadelphia, and earlier sales representative in ITE's military electronic equipment division.

George Ruff joins components division, Industrial Electronic Engineers Inc., North Hollywood, as sales engineer, succeeding **Jay Lechner,** who becomes sales engineer for IEE's photoetch division. Prior to joining IEE, Mr. Ruff served in similar capacity with west coast division of Fairchild Camera & Instrument Corp., Hicksville, N. Y.

Ben Warriner named product programs manager for Raytheon's microwave and power tube division, Lexington, Mass. Before joining Raytheon in January, he served as manager of research and development for Collins Radio Co.

Jack L. Hunter named manager of distribution planning, General Electric radio-tv division, Dewitt, N. Y. He formerly was district sales representative in Northeast U. S. for tv receiver department of GE.

Leo W. Hahn, field sales manager, Emerson Radio Inc., Jersey City, N. J., appointed director of sales for Emerson and Quiet Kool Divs.

Samuel J. McDonald, assistant distributor sales manager, electronic tube division, Sylvania Electric Products, Woburn, Mass., appointed distributor sales manager of semiconductor division.

Ralph W. Emerson Jr., appointed project manager for pr department of Sylvania Electric Products Inc., replacing **J. J. Lanigan** who has been called to active duty with U. S. Army.

DEATHS

Ralf M. Spangler, 62, president of General Adv., Hollywood, died Nov. 12 after brief illness. He is survived by his wife, May, who will continue as director of agency.

William Duane, 48, recently appointed director of news operations, WLS Chicago, died of heart attack Nov. 9 in St. Francis Hospital, Evanston, Ill. Mr. Duane had been with WLS for 12 years.

John MacNeill, 28, newsman with WECT (TV) Wilmington, N. C., died Nov. 12, at Brooke Army Medical Hospital, San Antonio, Tex., from injuries received in crash of Air Force cargo plane during air show at Wilmington, Sept. 24. Mr. MacNeill is second WECT staff member to die from injuries of that air show (BROADCASTING, Oct. 23).

Frederick A. Fleck, 71, unit production manager for Desilu Productions, Hollywood, before his retirement two years ago because of poor health, died Nov. 9 at his home in North Hollywood.

Wally Brown, 57, comedian who appeared frequently on television in *Dinah Shore Show, Joan Davis Show* and *My Three Sons,* died Nov. 14 of heart condition in Van Nuys, Calif.

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WXYZ-TV challenges Detroit write-off

The letters to the editor column in the national magazine will not be the only forum for Detroit citizens to express their disagreement with the conclusions reached in *Time* magazine's Oct. 27 article on their city. WXYZ-TV Detroit is producing a 30-minute documentary featuring business, industrial, and political leaders to present a "positive look at Detroit." Entitled *Detroit vs. Time,* the program includes messages from John O. Dykstra, president of Ford Motor Co., George W. Romney, American Motors president, and Detroit Mayor Louis C. Miriani, all emphasizing the bright future that they are convinced the city will have.

Many of the scenes in the taped presentation were shot on location throughout the city, and planes and helicopters were used to present a panorama of Detroit "as one of the wealthiest economic areas in the world." WXYZ-TV staff newsmen Lee McNew and Dave Diles narrate the documentary which was conceived by John F. Pival, president of WXYZ Inc.

Harding-Cox broadcast commemorated by KDKA

Besides being the vehicle for Warren Harding's election, the 1920 campaign was also the occasion for the first non-experimental radio broadcast. On Nov. 2, Leo H. Rosenberg began announcing the election returns over KDKA Pittsburgh, then operating on a general license designed to facilitate experimentation. On the 31st anniversary of the pioneer broadcast, city, station, and announcer were re-united to celebrate the occasion.

Mayor Joseph Barr proclaimed the Thursday "Leo Rosenberg Day," and the station feted the announcer at luncheon, and saluted him in a number of programs that afternoon. One of the shows originated from the spot where a makeshift studio had been set up on top of a manufacturing plant in East Pittsburgh to broadcast the 1920 returns.

Mr. Rosenberg directed operations for KDKA, and at two other Westinghouse stations during the early 1920's—WBZA Springfield, Mass., and KYW Cleveland (then Chicago). He later left the Westinghouse group and joined the advertising agency that in time became Foote, Cone & Belding.

MGM-TV marriage brokers arrange wedding, gifts

There is a modern tendency to avoid the arranged marriage as an undemocratic and heartless affair in which everyone suffers. But MGM-TV has found that this need not be the case through its *Father of the Bride* series.

Around the arranged marriage between Myrna Fahey and Burt Metcalfe, the series' "fiancés" for instance, a very extensive merchandising campaign has been arranged. Through Weston Merchandising Assoc., assigned by MGM to promote the situation comedy series, commercial tie-ups have been made with a wedding gown manufacturer, a dinner wear maker, home decoration services, and a coloring book and games printer.

More than 6,000 retail outlets will participate in the wedding gown (by Alfred Angelo Inc.) and formal wear (by S. Rudofker Sons) promotion, which will reach its high point with the series' televised "wedding" scheduled for Feb. 2. Other participants in the campaign and the retail outlets will be linked together by a "Win a Honeymoon" contest, which began in the Nov. 15 issue of *Modern Bride,* featuring Miss Fahey.

WGRD radio personality honored by community

One evening last month, some 5,000 persons from Grand Rapids, Mich., turned out to celebrate the 39th birthday of fellow citizen Bob Whitcomb, air personality of WGRD, that city. During the proceedings at Grand Rapids' new civic auditorium, the announcer was awarded the key to the city, with a plaque commemorating his "unselfish interest in promoting good will" in the community.

It was a really big show all around, with 12 polka bands for dancing, an appearance by Karen Southway, 1961 Miss Michigan, and telephone conversations between Bob and national celebrities, monitored by the audience through a two-way hookup in the auditorium's public address system.

Bob Whitcomb is now in his 14th

A 'team effort' for good grooming

Kyle Rote, who doubles as sports director of WNEW New York and co-captain of the New York Giants, is wearing a third hat this fall as the spokesman for his radio sponsor's "Good Grooming for Good Citizenship" project. Howard Clothes, a national chain of 101 men's and boys' clothing stores, which sponsors Mr. Rote's weekday *Sports Closeup* show as well as one-quarter of WNEW's broadcasts of the Giants games, is winning new customers among area youth through the personal visit technique. Mr. Rote appears at local schools to encourage good grooming habits among teenagers. He is shown here in a demonstration of his pass-catching technique at a Brooklyn high school, with the help of "assistant coach" Jackie Vance, tv actress (wearing a jersey with Mr. Rote's playing number 44). He also promotes his radio show at the "Good Grooming Rallies." Howard's agency is Mogul Williams & Saylor Inc., New York.

year with the Grand Rapids station, and is widely known as "Jasiu" because of his interest in and work for the local Polish community.

Community programming topic of WSOC pamphlet

That an enormous share of a conscientious station's broadcasting is devoted to public affairs programming and spots has been highlighted by a new brochure on non-commercial service published by WSOC-TV Charlotte, N. C. Entitled "The Story of One Broadcaster's Public Service," the pamphlet details how the station has made a policy of fulfilling its public affairs responsibility creatively, by directly involving the community in its service programming.

In words and pictures, WSOC-TV's brochure examines the variety possible in public affairs presentations. From the weekly *Hour of Opportunity*, devoted to the particular problems of Charlotte's Negro community, to one-time specials, the station has programmed on community interests such as sports, education, discussion, and safety, and proven that public affairs need not be a grimly listless field.

Drumbeats...

Introduction ▪ When KTTV (TV) Los Angeles opened its new Chicago sales office, the station took the opportunity to introduce Frank Browne, its new midwestern sales manager and marketing director, to various media people, with a party at the Sheraton Hotel.

Ahoy! ▪ Debby Drake, star of the *Debby Drake* show on WAVY-TV Norfolk-Portsmouth-Newport News, Va., has been made an honorary crew member of the U.S.S. Aucilla, by all the chiefs aboard the ship. They also voted her "the girl they'd most like to exercise with."

Tidewater promotion ▪ The three tv stations of "America's Most Misunderstood Market," the Tidewater quad-city area of Norfolk, Va., presented their joint promotion film to 70 agency executives and timebuyers in Chicago. WAVY-TV Portsmouth, WTAR-TV Norfolk and WVEC-TV Hampton earlier told agency groups in New York, Atlanta and Detroit the story of "America's 30th Market," which also includes Newport News.

New promotion service ▪ A clearing house for radio promotion ideas was introduced at the BPA convention in New York two weeks ago. Frank Lander, president of Promotion-of-the-Month, said subscribing stations will receive a minimum of 10 promotions each month. Each will be complete from format to publicity kit. Address: 97 Lexington Ave., New York 16. Phone: Murray Hill 4-1775.

Song for a city ▪ KVIL Dallas commissioned Tom Merriman, artistic director of Commercial Recording Corp., to write a song that would express in words and music the tone and activities of Dallas. Result is four minutes of sophisticated praise entitled "This is My City."

The Nashville sound ▪ CKLW Windsor, Ont.—Detroit saluted "The Hit Sounds of Nashville" during an entire day's programming featuring guitarist Chet Atkins, singer Jim Reeves, and pianist Floyd Cramer. Rivalling telethon actors, the trio of recording personalities kept at the microphone from 7 a.m. to midnight, detailing in words and music the current influence of the Nashville "sound" in popular music, and giving away 132 of their albums.

All that glitters is gold

Miss Golden Years, in Washington to promote David Wolper's hour-long documentary, "Hollywood: The Golden Years," (scheduled for NBC-TV Nov. 29) gave that city's press corps an added starter with an ad lib Charleston. Miss Golden Years (Hollywood starlet Jo Anne Quackenbush) wore a $6,000 gold lame dress, gold shoes, $50,000 in golden jewlery and has golden hair. WRC-TV Washington, her host during this particular leg of her 26-city trip, went her one better on the golden theme. The station held a party for her at the Golden Parrot restaurant, gave out gold cigarette lighters and presented Miss Golden Years with a gold Naval Aviator's set of wings, symbolizing the golden anniversary of that organization. The station even found a car from the "golden years" in which to transport her, a 1933 Chrysler Phaeton.

Homecoming Queen

Coverage of the three-day festivities welcoming Maria Beale Fletcher, 1961 Miss America, home to Asheville, N. C., has earned WLOS-TV, that city, its share of plaudits from local viewers. The station carried the two-hour homecoming parade live, under the sponsorship of Pepsi-Cola, and even contributed its own float to the procession. This was not Maria Fletcher's first appearance on the station; her parents, who conduct a dancing school in the city, had their own program on the station for four years.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 9 through Nov. 15, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY FCC

Hilo, Hawaii — Radio Honolulu Ltd. Granted vhf ch. 11 (198-205 mc); ERP 3.18 kw vis., 1.605 kw aur. Ant. height above average terrain minus 482 ft.; above ground 57 ft. Estimated construction cost $26,300; first year operating cost $8,500. P. O. address 1170 Auahi St., Honolulu, Hawaii. Trans. location Hilo. Geographic coordinates 19° 43′ 00″ N. lat., 155° 08′ 13″ W. long. Trans. RCA TT-2-AH; ant. RCA TF-2-BH. Legal counsel A. Harry Becker, Washington, D. C. **Radio Honolulu Ltd.** is owned 50% each by **John D. Keating** and **Honolulu Advertiser** and is licensee of KONA(TV) Honolulu, of which new station is to be satellite. Action Nov. 8.

APPLICATIONS

Rochester, N. Y.—Rochester Bcstg. Corp. Vhf ch. 13 (210-216 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 500 ft., above ground 340.36 ft. Estimated construction cost $1,427,434; first year operating cost $1,500,000; revenue $1,750,000. P. O. address c/o Angelo A. Constanza, 44 Exchange St., Rochester. Studio and trans. location Rochester. Geographic coordinates 43° 08′ 08.8″ N. lat., 77° 35′ 03″ W. long. Trans. RCA TT-35-CH; ant. RCA TF-12-AH. Legal counsel Lauren A. Colby, Washington, D. C.; consulting engineer John A. Mullaney & Assoc., Washington. Principals include **Anthony R. Tyrone** (54%), **Robert R. Runnerstrom** (9%) and others. Mr. Tyrone is executive vice president and 24% stockholder of Hamilton Management Corp., mutual fund firm, and was individual applicant for ch. 13 Rochester (application dismissed Nov. 2 at request of attorney); Mr. Runnerstrom is managing director of WBOY-TV Clarksburg, W. Va. Ann. Nov. 9.

Houston, Tex.—Consolidated Enterprises Inc. Uhf ch. 23 (524-530 mc); ERP 267 kw vis., 146 kw aur. Ant. height above average terrain 375.4 ft; above ground 398 ft. Estimated construction cost $224,345; first year operating cost $203,000; revenue $240,000. P. O. address c/o Ross K. Prescott, 1430 Life Bldg., Dallas 2, Tex. Studio and trans. location Houston. Geographic coordinates 29° 45′ 48″ N. lat., 95° 21′ 37″ W. long. Trans. RCA TTU-12A; ant. RCA TFU-24DL. Legal counsel Prescott & Prescott, Dallas; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: **A. E. McCubbin, G. U. Yoachum, J. Stanley McCubbin, Carol Ann Watson, F. L. Sartain** (each 20%). A. E. and J. S. McCubbin have oil and real estate interests; Mr. Yoachum owns oil well drilling business; Mr. Sartain is president of two banks; Mrs. Watson is housewife. Consolidated Enterprises Inc. is also applicant for ch. 73 Dallas, Tex. Ann. Nov. 9.

Lubbock, Tex.—Southwestern Bcstg. Co. Uhf ch. 20 (506-512 mc); ERP 9.1 kw vis., 5.1 kw aur. Ant. height above average terrain 252 ft., above ground 286.5 ft. Estimated construction cost $82,000; first year operating cost $120,000; revenue $140,000. P. O. address 1104 Avenue I, Lovington, N. M. Studio and trans. location Lubbock. Geographic coordinates 33° 35′ 05″ N. lat., 101° 50′ 53″ W. long. Trans. GE TT-20-A; ant. Electron HL-2. Legal counsel Ross K. Prescott, Dallas, Tex.; consulting engineer Electron Corp., Dallas. Principals: **A. C. Holder, D. W. Irwin** (each 25%), **Ora R. Hall Jr.** (23%), **T. J. Deason Jr., E. Kirk Newman** (each 10%), **Eugene Eugene McElvaney Jr.** (7%.) Mr. Holder is independent oil operator; Mr. Irwin owns 53% of catv system and 30% of another; Mr. Hall is oil operator; Mr. Newman is attorney; Mr. Deason is account; Mr. McElvaney is stockholder in oil firm. Ann. Nov. 9.

New am stations

ACTIONS BY FCC

Nicholasville, Ky.—Nicholasville Bcstg. Co. Granted 1250 kc; 500 w D. P. O. address box 450, Paducah, Ky. Estimated construction cost $15,350; first year operating cost $30,000; revenue $35,000. Principals: **Pierce E. Lackey, F. E. Lackey, Kathrine Peden** (each one-third). P. E. Lackey is beneficial owner of WPAD-AM-FM Paducah, Ky., and 50% beneficial owner of WRAJ-AM-FM Anna, Ill.; F. E. Lackey is beneficial owner of WHOP-AM-FM Hopkinsville, Ky., and 50% beneficial owner of WRAJ-AM-FM. Action Nov. 15.

Chardon, Ohio—The Geauga Bcstg. Co. Granted 1560 kc, 250 w D. P. O. address c/o James L. Werner, 131 Main St., Chardon. Estimated construction cost $45,049.74; first year operating cost $51,876; revenue $74,880. Principals: **James L. Werner, Shirley J. Werner** (each 50%). Mr. Werner is attorney and is proprietor of title insurance firm; Mrs. Werner is housewife. Action Nov. 15.

ACTION BY BROADCAST BUREAU

Utica, N. Y.—Fusco Bcstg. Corp. Granted 1550 kc, 1kw D. P. O. address 1216 Hilton Ave., Utica. Estimated construction cost $26,015; first year operating cost $60,000; revenue $80,000. Principals: **Michael C. Fusco, Daniel A. Fusco** (each 50%), who are equal partners in advertising agency. Action Nov. 14.

APPLICATIONS

Holdenville, Okla.—Canadian River Bcstg. Co. 1370 kc; 500 w D. P. O. address 5116 "C" St., Little Rock, Ark. Estimated construction cost $11,170; first year operating cost $22,200; revenue $30,000. **Don Hopson,** sole owner, is employe of KLRA Little Rock, Ark., and owns laundromat. Ann. Nov. 15.

Sioux Falls, S. D.—Sioux Empire Bcstg. Co. 1520 kc; 1 kw D, 500 w CH. P. O. address c/o Eider C. Stangland, 1701 E. 26 St., Sioux Falls. Estimated construction cost $14,971; first year operating cost $42,000; revenue $58,000. Principals: **Eider C. Stangland** (51%), **Wallace L. Stangland** (25%), **Orville E. Stangland** (24%). E. C. Stangland owns KIWA Sheldon, Iowa; W. L. Stangland is station manager of KIWA; O. E. Stangland is employe of meat packing firm. Ann. Nov. 15.

Existing am stations

ACTIONS BY FCC

KRE Berkeley, Calif.—Waived Sec. 1.354 of rules and granted mod. of cp to change from DA-D to non-directional, continued operation on 1400 kc, 250 w-N, 1 kw-LS; engineering conditions. Is licensed on 1400 kc, 250 w, unl. Action Nov. 15.

KCJH San Luis Obispo, Calif.—Granted mod. of cp to change station and trans. location to Arroyo Grande, continued operation on 1280 kc, 500 w, D. Chmn. Minow and Comr. Ford dissented. Action Nov. 15.

WAAA Winston-Salem, N. C.—Waived Sec. 3.188 of rules and granted application to change trans. site to Ogburntown, 6.7 miles north of present site; engineering condition. Action Nov. 15.

WEND Ebensburg, Pa.—Granted increased daytime operating hours (about three hours each day) on 1580 kc, 1 kw reduced to 250 w CR; engineering condition. Action Nov. 15.

APPLICATIONS

WJBL Holland, Mich.—Cp to change hours of operation from D to unl., using power of 1 kw, 5 kw LS, make changes in DA system (add one tower) and change from DA-D to DA-2. Ann. Nov. 15.

KFRM Kansas City, Mo.—Mod. of license to change station location from Kansas City, Mo., to Salina, Kan., and establish main studio in Salina area. Requests waiver of Secs. 3.30(c) and 1.354(c) of rules. Ann. Nov. 15.

WPVL Painesville, Ohio—Cp to increase power from 500 w to 1 kw, install new trans. and install DA-D. Ann. Nov. 15.

New fm stations

APPLICATIONS

***Spring Arbor, Mich.—Spring Arbor College.** 89.3 mc; 10 w. Ant. height above average terrain 57 ft. P. O. address c/o Dr. David McKenna, President, Spring Arbor College. Estimated construction cost none (equipment donated); first year operating cost $2,400. Ann. Nov. 9.

Niagara Falls, N. Y.—Niagara Frontier c/o Thomas W. Talbot, Hotel Niagara, Niagara Falls. Estimated construction cost $14,687.30; first year operating cost $12,000; revenue $5,000. Principals: **Thomas W. Talbot** similar interests in WJJL Niagara Falls. Ann. Nov. 9.

Ownership changes

ACTIONS BY FCC

KOMY-AM-FM, KOMY Inc., Watsonville, Calif.—Granted transfer of control from **Francis T. Crennan** to **Monterey Bay Bcstg. Co.** (Robert H. Dolph, president, has 71% interest in KFTM Fort Morgan, Colo.); consideration $177,152 and agreement not to compete in radio broadcasting for three years within 30 miles of Watsonville. Action Nov. 15.

WMRC, Milford Bcstg. Corp., Milford, Mass.—Granted assignment of license to **Milford Radio Corp.** (Daniel B. Ruggles III, president); Green Mt. Bcstg. Inc., 52.6% owner, is licensee of WSKI Montpelier, Vt.; consideration $75,000. Action Nov. 15.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

KVER-AM-TV, KICA Inc., Clovis, N. M.—Granted assignment of licenses to **Marshall Enterprises Inc.** (John H. Marshall Sr., president); consideration $295,600. Action Nov. 15.

WBBF-AM-FM, WBBF Inc., Rochester, N. Y.—Granted transfer of control from **Star Bcstg. Inc.** to **Maurice R. Forman**; stock transaction. Action Nov. 15.

KTUL, KTUL Radio Inc., Tulsa, Okla.—Granted assignment of license to **T & O Bcstg. Co.** (KTRN Wichita Falls, Tex.); consideration $450,000. Action Nov. 15.

WCPH, Morgan Bcstg. Co., Etowah, Tenn.—Granted (1) renewal of license and (2) assignment of license from **Harry J. Morgan** to **McMinn Bcstrs Inc.** (John R. Blair, president); consideration $65,000 and agreement not to compete in any way in broadcast industry in McMinn County for 106 months. Action Nov. 15.

WDTI, Radio Danville Inc., Danville, Va.—Granted assignment of license to **WSSB Inc.** (WSSB Durham, N. C., and interest in WBUT Butler, Pa., and WPET Greensboro, N. C.); consideration $76,000. Action Nov. 15.

KBLE(FM) Market-Casters Inc., Bellingham, Wash.—Granted assignment of cp to **L. N. Ostrander** and **G. A. Wilson**, d/b as **East Side Bcstg. Co.** (Messrs. Ostrander and Wilson have interest in KARI Blaine, and KNBX Kirkland, both Washington); consideration $500. Action Nov. 15.

APPLICATIONS

KBIF Fresno, Calif.—Seeks transfer of all outstanding stock in **KBIF Inc.** from **Ethan Bernstein** (51%) and **John Poole Bcstg. Inc.** (49%) to **Norwood J. Patterson, Gloria D. Patterson and S. H. Patterson** (100% jointly), d/b as Patco Inc.; total consideration $86,000. N. J. Patterson owns KICU-TV Visalia, and 66.7% (jointly with Mrs. Patterson) of KSAN San Francisco, both California; Mrs. Patterson is assistant manager of KSAN; S. H. Patterson owns KSAN-TV San Francisco. Ann. Nov. 8.

KWSL Grand Junction, Colo.—Seeks transfer of all outstanding shares of stock in **G & P Enterprises** from **Wallace R. Geiger** and **H. T. Puckett** (each 50%) to **K. Joyce Irons**, consideration $29,300 plus assumption of liabilities. Mrs. Irons is housewife and has been assistant manager of KGYN Guymon, Okla. Ann. Nov. 9.

WDCF Dade City, Fla.—Seeks transfer of all stock in **Pasco Bcstg. Corp.** from **B. L. Boring, Henry T. Ogle** and **Goldman M. Braden** to **Charles E. Varner** and **Wallis R. Kinney** (each 50%); consideration $24,000. Messrs. Varner and Kinney own 50% each of WMEG Eau Gallie, Fla. Ann. Nov. 15.

KBAR Burley, Idaho—Seeks assignment of license from **KBIO Inc.** to **Dean S. Lesher, Kathryn C. Lesher** (each 45%), **Dean S. Lesher II** (10%), d/b as **Mini-Cassia Bcstg. Inc.**; consideration $125,000. Mr. and Mrs. Lesher own 50% each of Madera (Calif.) Daily Tribune and Contra Costa (Calif.) Times; Mr. Lesher II owns (through trust) 50% of Madera Daily Tribune. Ann. Nov. 9.

WVMC Mount Carmel, Ill.—Seeks assignment of license from **Radio Station WVMC** to **John F. Hurlbut, Emmy Lou Hurlbut** (each 25.5%), **Halsey F. Hubbard** (37%) and **Dwight M. Hurlbut** (12%), d/b as Jel-Co Radio Inc.; consideration $100,000. Mr. Hubbard is in diplomatic service; J. F. Hurlbut is promotion and public relations manager of WFBM Indianapolis, Ind.; Mrs. Hurlbut is housewife; D. M. Hurlbut owns health and dietary food store. Ann. Nov. 9.

KCHE Cherokee, Iowa—Seeks transfer of 40 shares (36.5%) of stock in **Cherokee Bcstg. Inc.** from **M. Louise Shimp** to **Charles Reznikov** (eight shares), **Sterling H. Heil** (11 shares) and **Don R. Hankins** (six shares); total consideration $7,000. Messrs. Reznikov, Heil and Hankins are present owners of 36.3%, 18% and 9% respectively of license. Ann. Nov. 9.

WYSI Ypsilanti, Mich.—Seeks assignment of cp from **Craig E. Davids** and **Roy W. McLean** d/b as **Ypsilanti-Ann Arbor Bcstg. Co.**, to new corporation of same name and consisting of same principals; no financial consideration involved. Ann. Nov. 8.

KGAS Carthage, Tex.—Seeks assignment of license from **Carthage Bcstg. Co.** to **Jeff Austin** (50%), **Ray H. Wells** (49%) and **Joe T. Terrell** (1%), d/b as **Wells Bcstg. Co.**; consideration $60,000. Mr. Austin is principal stockholder of bank; Mr. Wells is present commercial manager of KGAS; Mr. Terrell is vice president and branch manager of mortgage banking firm. Ann. Nov. 15.

WWRJ White River Junction, Vt.—Seeks transfer of 99 shares of stock (49.5% of total) in **White River Junction Enterprises Inc.** from **DuRay Smith** and **Vera K. Smith** to **Emily S. Storkerson** (98 shares) and **John M. Storkerson** (one share) as gift. Ann. Nov. 9.

WISM-AM-FM Madison, Wis. — Seeks transfer of 51% of stock in **Heart O' Wisconsin Bcstrs. Inc.** from **William E. Walker** (deceased) to **First National Bank of Madison** as executor of Mr. Walker's estate; no financial consideration involved. Ann. Nov. 15.

Hearing cases

FINAL DECISIONS

■ By memorandum opinion and order, commission (1) granted application of Nicholasville Bcstg. Co. for new am station to operate on 1250 kc, 500 w, D, in Nicholasville, Ky., and (2) conditioning that grant by precluding pre-sunrise operation under provisions of Sec. 3.87 of rules, as petitioned for by WCAE Inc. (WRYT) Pittsburgh, Pa. Action Nov. 15.

■ Granted acquisition of positive control of **Cal-Radio Inc.** (KLIV) San Jose, Calif. by **Riley R. Gibson** (30.9% interest) by purchase of additional 22.1% from **Patrick H. Peabody** for $30,000. In so doing, commission addressed following letter to Mr. Gibson: "This is with reference to your application for commission consent to the voluntary acquisition of positive control of Cal-Radio Inc., licensee of Station KLIV San Jose, California, through purchase of stock by Riley R. Gibson from Patrick H. Peabody.

"The commission has this day considered and granted the above-captioned application. In connection therewith, the commission also has considered your response, filed September 6, 1961.

"Based upon said response and the information now available to the commission, you are advised that the questions raised in the commission's letter to you of August 1, 1961 have been resolved satisfactorily." Action Nov. 15.

■ Granted (1) renewal of license of WMGY, Radio-Montgomery Inc., Montgomery, Ala., and (2) acquisition of positive control by C. A. McClure by purchase of additional 25% interest from Joe Scott, and addressed following letter to Radio Montgomery Inc., and C. A. McClure: "This is with reference to (1) the application for commission consent to the acquisition of positive control of Radio Montgomery Inc., licensee of Station WMGY Montgomery, Ala., by C. A. McClure; (2) the application for renewal of license of Station WMGY; and (3) a series of unauthorized transfers of control of the licensee corporation.

"In defining its policy on unauthorized transfers of control, the commission in its public notice on procedure on transfer and assignment of licenses, No. 20805, May 7, 1948, stated, 'It is clear that such action is not in accord with the provisions of the act, and actually results in a period of operation of the station by unlicensed parties. The commission does not intend to condone such activity in the future and it will be considered as possible grounds both for a disapproval of the transfer application and for the institution of revocation proceedings or for denial of applications for renewal of station licenses of the offending licensees.'

"Nevertheless, because of Mr. McClure's and the licensee's history of general compliance with the other provisions of the Communications Act and the commission's rules, and the service rendered to the public by the operation of the station, the applications for renewal of license and acquisition of positive control of the license by Mr. McClure were today granted by the commission. This is not in any way to be construed as approval or condonation of the series of unauthorized transfers of control of the corporate licensee. Any future violations of the Communications Act or the commission's rules by the licensee or the parties involved will be viewed with the utmost seriousness by this commission."

Chmn. Minow and Comr. Lee dissented to grants. Action Nov. 15.

STAFF INSTRUCTIONS

■ Commission on Nov. 15 directed preparation of document looking toward granting joint petition by Alkima Bcstg. Co. and Howard Wasserman insofar as remanding for additional evidence and reconsideration its June 21 decision which granted application of Herman Handloff for new am station to operate 1260 kc, 500 w, D, DA, in Newark, Del., and denied applications of Alkima and Mr. Wasserman seeking same facilities in West Chester, Pa. Action Nov. 15.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISION

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Gordon A. Rogers for new am station to operate on 1550 kc, 1 kw, D, in Vancouver, Wash. Action Nov. 15.

OTHER ACTIONS

■ Commission designated for consolidated hearing mutually exclusive applications for new tv stations to operate on ch. 13 in Rochester, N. Y., of Flower City Tv Corp. and Genessee Valley Tv Inc. After 30 days from public notice of acceptance for filing, commission will issue subsequent order consolidating in this proceeding applications of Rochester Area Educational Tv Assn. Inc., Star Tv, Inc., Community Bcstg. Inc., Citizens Tv Corp., Federal Bcstg. System Inc., Heritage Radio & Tv Bcstg. Co., Ivy Bcstg. Inc., Main Broadcast Co., and Rochester Bcstg. Corp. and all other applications for this facility filed before 5 p.m., Nov. 14, which are entitled to comparative consideration. Comr. Ford abstained from voting. Action Nov. 15.

■ Commission, by letter, directed Merchant Bcstg. System Inc. to return for cancellation its license and SCA for fm station KCPA Dallas, Tex. This was done on indications that licensee is in financial difficulties, has since Aug. 12 operated with reduced power or been silent without permission, for time operated without operator in attendance, violated technical rules, and for past three months failed to maintain logs. Action Nov. 15.

■ Commission designated for consolidated hearing following applications for new daytime am stations involving use of 1410, 1500, 1510, 1520, and 1540 kc: *1410 kc:* Virginia Regional Bcstrs. (5 kw), Chester, Va.; Stuart W. Epperson (1 kw), Wakefield, Va.; *1500 kc:* E. Raymond Parker (1 kw, 250 w-CH), Gaffney, S. C.; Stuart W. Epperson (1 kw, DA), Winston-Salem, N. C.;

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1510 kc: Boyce J. Hanna (5 kw, 500 w-CH), East Gastonia, N. C.; James P. Poston (1 kw, 250 w-CH), Kernersville, N. C.; *1520 kc:* Harry A. Epperson Jr. (10 kw, 1 kw-CH), Mt. Holly, N. C.; Lee-Blake Bcstg. Co. (1 kw), Spartanburg, S. C., Wilkes Bcstg. Co. (5 kw, 1 kw-CH), Mocksville, N. C.; *1540 kc:* Risdon Allen Lyon (1 kw), Charlotte, N. C.; and York-Clover Bcstg. Inc. (WYCL) York, S. C., to change facilities from 1580 kc, 250 w, D, to 1540 kc, 1 kw, D, with applications of Francis M. Fitzgerald, Greensboro, N. C. (1510 kc, 1 kw, 250 w-CH, D), and Frederick County Bcstrs., Winchester, Va. (1480 kc, 500 w, DA D); made WLAC Nashville, Tenn., party to proceeding. Comr. Lee dissented in part. Action Nov. 15.

KSAY San Francisco, Calif.—Designated for hearing application for renewal of license of KSAY and auxiliary trans. on issues including to determine (a) to what extent, if any, KSAY, when operating in accordance with specifications of its license, induces electrical currents in cranes located on Oakland Army Terminal; (b) if so, whether such interference impairs substantially operation of such cranes and/or creates hazard to safety of life and property at Oakland Army Terminal; and (c) whether such interference with cranes adversely affects overall defense mission of Army at Oakland Army Terminal, national defense, and public interest; made Secretary of the Army party to proceeding. Comrs. Hyde and Cross dissented. Action Nov. 15.

■ By memorandum opinion and order, commission granted petition by Hearst Corp. (WISN) Milwaukee, Wis., to extent of amending hearing order on applications for new am stations of Sands Bcstg. Corp., Indianapolis, Ind., et al., to add that, in event of grant of any application, cp shall contain condition precluding pre-sunrise operation under provisions of Sec. 3.87 of rules during months of September through March; denied petition by applicant Independent Indianapolis Bcstg. Corp. for extension of time, and dismissed its motion to strike. Action Nov. 15.

■ By memorandum opinion and order, commission dismissed untimely-filed motion by Ira E. Courtney, tr/as Courtney Bcstg. Co., Winfield, Kan., for enlargement of issues in am consolidated hearing in Docs. 13799 et al. to include concentration of control consideration as to applicant Lloyd Clinton McKenney, tr/as Winfield Bcstg. Co., also Winfield. Chmn. Minow and Comr. Hyde dissented. Action Nov. 15.

■ By memorandum opinion and order, commission granted petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to extent of amending hearing order on applications of Lynne-Yvette Bcstg. Co. and John T. Williams for new am stations in Albany and Americus, Ga., respectively, to add that, in event of grant of either application, cp will contain condition precluding pre-sunrise operation under provisions of Sec. 3.87 of rules. Action Nov. 15.

■ By memorandum opinion and order, commission granted petition by WCAE Inc. (WRYT) Pittsburgh, Pa., to extent of modifying cp granted in Oct. 24 initial decision to Radio Co. of Texas County for new am station to operate on 1250 kc, 500 w, D, in Houston, Mo., by adding condition precluding pre-sunrise operation under provisions of Sec. 3.87 of rules. Action Nov. 15.

■ By memorandum opinion and order, commission granted petition by applicant Carnegie Bcstg. Corp., Pittsburgh, Pa., for enlargement of issues in am proceeding in Docs. 14076 et al. to extent of adding following issues: "To determine whether considerations with respect to Sec. 307(b) of Communications Act of 1934, as amended, are applicable to instant proceeding, and, if so, whether choice between applications herein can be reasonably based thereon, and if so, whether grant to one or other of applicants would provide more fair, efficient and equitable distribution of radio service. To determine, in event it is concluded that choice between instant applications cannot be made on considerations relating to Sec. 307(b), which of operations proposed in above-captioned applications would better serve public interest in light of evidence adduced pursuant to foregoing issues and record made with respect to significant differences between applicants as to: (a) Background and experience of each having bearing on applicant's ability to own and operate proposed station. (b) Proposals of each of instant applicants with respect to management and operation of proposed station. (c) Programming service proposed in each of instant applications." Commission did not consider Carnegie's request (not properly addressed to commission) for financial issues with regard to applicants Radio Trumbull, Niles, Ohio, and Miners Bcstg. Service Inc. (WMBA), Ambridge-Aliquippa, Pa., nor certain motions to strike, etc., but ordered that additional copies of these and related pleadings, expressly directed to attention of chief hearing examiner for his action, be filed within seven days of release of memorandum opinion. In course of above-mentioned memorandum opinion, commission set forth various criteria for making choice of applicants under Sec. 307(b). Considered specifically were reciprocal service problem between communities, problem of suburban applicant competing with central city applicant for same frequency, and relevance of existing and proposed programming in making a 307(b) choice. Comr. Ford concurred in result. Action Nov. 15.

■ By memorandum opinion and order, commission designated application of Patchogue Bcstg. Inc. for new am station (WAPC) to operate on 1570 kc, 1 kw, DA, D, in Riverhead, N. Y., for oral argument, before commission en banc on issues to determine whether, if facts alleged in protest by Interstate Bcstg. Inc. (WQXR) New York, N. Y., were proven, grounds have been presented for setting aside the July 15, 1959, grant without hearing of Patchogue's application, and if evidentiary hearing is required, scope thereof; made protestant WQXR party to proceeding; and dismissed as moot Patchogue's petition for action. This action is pursuant to Court of Appeals remand in *Interstate Broadcasting Inc.* v. *FCC*. Action Nov. 15.

■ By memorandum opinion and order, commission dismissed petition by Topeka Bcstg. Assn. Inc. (WIBW) Topeka, Kan., for reconsideration of July 26 grant of assignment of license of KFRM Inc. (KFRM) Concordia, Kan., from Cook Bcstg. Co. (KMBC AM & TV Kansas City, Mo.) to Metromedia Inc. and waiver of Sec. 3.30 of rules relating to trans. and studio sites. Commission found no facts or arguments in petition which were not considered in granting application and concluded that sufficient reason had not been shown to warrant reconsideration or any basis for setting aside its July 26 action. Chmn. Minow and Comn. Cross abstained from voting. Action Nov. 15.

■ By report and order, commission reserved ch. *20 at Eugene, Ore., for educational use. This gives Eugene its first educational tv channel. Ch. 20 had been assigned to Eugene for commercial use but there were no applicants. Change was requested by Board of Directors of School District 4, Lane County (Eugene public schools). Local schools have been programming over KVAL-TV in Eugene and KOAC-TV, educational tv station at Corvallis. Action Nov. 15.

■ By memorandum opinion and order, commission denied following petitions: (1) by Northern California Educational Tv Assoc. Inc. to reserve present commercial ch. 9 at Redding, Calif., for educational use; (2) by Redding-Chico Tv Inc. to assign ch. 11 to Redding for educational use, and (3) dismissed, at request of California Northwest Bcstg. Co. (KVIQ-TV Eureka, Calif.) latter's request to assign ch. 11 to Fort Bragg, Calif. Commission felt that it was not appropriate or desirable to initiate rulemaking while Northern California Educational Tv Assoc. and Redding-Chico Tv are competing for ch. 9 at Redding, former for educational use and other for commercial use. Chmn. Minow dissented. Action Nov. 15.

■ By order, commission granted in part petitions for additional time to file comments in deintermixture rulemaking proceedings in Docs. 14239 et al., and extended to Feb. 5, 1962 time for filing comments and to March 9, 1962 for reply comments. Chmn. Minow and Comr. Lee dissented. Action Nov. 15.

■ By further report and order, commission denied conflicting proposals to assign ch. 11 or ch. 12 to San Francisco, either directly or to San Jose, and ch. 12 to Sacramento or to Santa Rosa, Calif., and terminated proceeding in Doc. 12946. Action Nov. 15.

W. E. Baysden, Jacksonville, N. C.—Designated for hearing application for new daytime am station to operate on 1290 kc, 1 kw, on issues concerning character qualifications, misrepresentation and omission of material facts. Action Nov. 15.

Routine roundup

■ Commission invited comments by February 5, 1962, to proposed rulemaking, based on petition by State of Kentucky, which would reserve nine uhf channels for state-wide educational tv network. They would be chs. *59 Ashland; *17 Bowling Green; *19 Hazard; *26 Madisonville; *24 Morehead; *33 Murray; *14 Pikeville; *29 Somerset and *54 Covington. Most of these channels are presently allocated to places

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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mentioned for commercial use. Channel changes would necessitate substitution in Maysville of commercial ch. 82 for commercial ch. 24, educational chs. *24 and *54 would be allocated Morehead and Covington, respectively, which have no present tv reservations, and commercial ch. 54 would be deleted from Cincinnati, Ohio. (Comr. Lee absent.) Until matter of overall tv allocation policy can be decided, commission believes that it would be inappropriate to reserve large blocks of channels such as requested, particularly since immediate construction is not contemplated. It is, however, mindful of need for additional channels for educational tv in Kentucky and will consider state's request concurrently with the proceeding in Doc. 14229 which is aimed to promote use of uhf channels. Action Nov. 15.

■ Commission invites comments to notice of proposed rulemaking looking toward substituting ch. 15 for ch. 62 at Oneonta, N. Y., by deleting ch. 15 from Rochester and ch. 29 from Gloversville. Since assignments to Oneonta fall within purview of Canada-USA tv agreement, appropriate steps thereunder will be undertaken by commission. William J. Calsan, who petitioned for changes, suggested substitution of ch. 62 for proposed deleted channels in Rochester and Gloversville. However, unless active interest is manifested, commission finds it desirable in public interest to defer consideration of making substitute uhf channels available in those cities until decisions are reached in Doc. 14229 concerning future methods of assigning stations on uhf channels. (Comr. Lee absent.) Action Nov. 15.

■ Because of pressing urgency of other business, commission ordered postponement of oral argument in tv option time proceeding from Nov. 17 to Dec. 4. Action Nov. 15.

■ Commission invites comments to proposed rulemaking which would assign ch. *18 to East Lansing, Mich., for educational use. Action was petitioned for by Michigan Superintendent of Public Instruction so that Michigan State University, which now operates station WMSB at Onondaga on ch. 10 on share-time basis but has its main studio on the university campus at East Lansing, can supplement WMSB's educational programming. (Comr. Lee absent.) Action Nov. 15.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

■ Granted petition by Dixie Radio Inc. and extended to Nov. 20 time to respond to Broadcast Bureau's request to place its application for new am station in Brunswick, Ga., in pending file. Action Nov. 8.

■ Granted petition by Broadcast Bureau and extended to Nov. 9 time to respond to petitions by Kent-Ravenna Bcstg. Co. and Joseph P. Wardlaw, Jr. for review in proceeding on their applications for new am stations in Kent and Canton, Ohio; applications are consolidated on Docs. 14076 et al. Action Nov. 8.

■ Granted petition by Broadcast Bureau and extended to Nov. 14 time to respond to petition by Lindsay Bcstg. Co. to enlarge issues in proceeding on its application for new am station in Punta Gorda, Fla., et al. Action Nov. 8.

By Hearing Examiner Charles J. Frederick

■ Reopened record in matter of revocation of license of Mandan Radio Assn. for am station KBOM Bismarck-Mandan, N. D., and scheduled hearing conference for Nov. 9. Action Nov. 8.

By Hearing Examiner Millard F. French

■ On own motion and with consent of parties, advanced hearing scheduled for 10 a.m., Dec. 13, to 9 a.m., that date, in proceeding on am application of Newton-Conover Bcstg. Inc. (WNNC) Newton, N. C. Action Nov. 9.

■ Granted petition by John T. Williams and extended from Nov. 6 to Nov. 15 for filing proposed findings of fact and from Nov. 16 to Nov. 27 for filing reply findings in proceeding on his application and Lynne-Yvette Bcstg. Co. for new am stations in Americus and Albany, Ga. Action Nov. 6.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conferences and hearings in following proceedings on dates shown: Dec. 14 and Jan. 15, 1962, in Santa Maria, Calif., tv ch. 12 proceeding; Dec. 12 and Jan. 15, 1962, re application of Rounsaville of Miami Beach Inc. for mod. of license of am station WFUN South Miami, Fla.; Dec. 14 and Jan. 17, 1962, in proceeding on applications of Higson-Frank Radio Enterprises and SBB Corp. for new am stations in Houston, Tex. Action Nov. 8.

By Hearing Examiner Annie Neal Huntting

■ Granted request by the Broadcast Bureau and continued without date Nov. 8 hearing, pending action upon joint request by Ybor City Bcstg. Co. and Johnson Bcstg. Corp. for approval of agreement and dismissal of application of Ybor City, both for new am stations in Ybor City and Indian Rocks Beach, Fla. Action Nov. 8.

■ Upon agreements reached at Nov. 7 hearing conference in proceeding on applications of Kent-Ravenna Bcstg. Co. for new am station in Kent, Ohio, et al., scheduled hearings for Group I for March 20 and for Group III for March 26, 1962. Action Nov. 7.

■ Upon agreements reached at Nov. 7 hearing conference in proceeding on applications of Community Service Bcstrs. Inc. for new am station in Ypsilanti, Mich., et al., scheduled hearings as follows: Group I, February 27, Group II, March 5 and Group III, February 6, 1962. Action Nov. 7.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Nov. 14

KPLK Dallas, Ore.—Granted increased power from 1 kw to 5 kw, continued operation on 1460 kc, D, and install new trans.; engineering condition.

KCOW Alliance, Neb.—Granted increased daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N, and install new trans.; engineering conditions.

KCAD, Jack Hughes, Abilene, Tex.—Granted assignment of cp to Westgate Bcstg. Co.

K71AX Fishlake Valley, Nev.—Granted cp to replace expired permit for new uhf tv translator station.

***WCBB(TV) Augusta, Me.**—Granted extension of completion date to Nov. 14, 1961.

WTEV(TV), E. Anthony & Sons Inc., New Bedford, Mass.—Granted assignment of cp to WTEV Tv Inc.

Actions of Nov. 13

KWCO, Washita Valley Bcstg. Co., Chickasha, Okla.—Granted assignment of licenses to Washita Valley Bcstg. Corp.

WSRC, Carolina Radio Inc., Durham, N.C.—Granted acquisition of positive control by Robert A. Monroe through purchase of stock from Seymour and Arnold Schneidman, Philip Nadler and Vincent Colangelo.

WAAA, Laury Associates Inc., Winston-Salem, N. C.—Granted acquisition of positive control by Seymour Schneidman through purchase of stock from Robert A. Monroe.

■ Granted renewal of license for following stations: WCAZ Carthage, Ill.; WRMS Beardstown, Ill.; WSDR Sterling, Ill.; WSIV Pekin, Ill.; WEKZ-FM Monroe, Wis.; WGEM-FM Quincy, Ill.; WNIB(FM) Chicago, Ill.; WRAJ-FM Anna, Ill.; WSBC-FM Chicago, Ill.; WTAD-FM Quincy, Ill.; *WSIU(FM) Carbondale, Ill.; WEBQ Harrisburg, Ill.; WIBU Poynette, Wis.; WIRL Peoria, Ill.; WJOL Joliet, Ill.; WRDB Reedsburg, Wis.; WAUX-FM Waukesha, Wis.; WCLM(FM) Chicago, Ill.; WEBQ-FM Harrisburg, Ill.; WJJD-FM Chicago, Ill.; WLIN(FM) Wausau, Wis.; WNWC(FM) Arlington Heights, Ill.; WWCF(FM) Greenfield, Wis.; WSMI-FM Litchfield, Ill.; *WEPS(FM) Elgin, Ill.; WSIL Harrisburg, Ill.

Actions of Nov. 9

■ Granted renewal of licenses for following stations: WCRA Effingham, Ill.; WCUB Manitowoc, Wis.; WCVS Springfield, Ill.; WDAN Danville, Ill.; WDLB Marshfield, Wis.; WDLM East Moline, Ill.; WKKD Aurora, Ill.; WBAY-FM Green Bay, Wis.; WHBF-FM Rock Island, Ill.; WJMC-FM Rice Lake, Wis.; WLBH-FM Mattoon, Ill.; WRJN-FM Racine, Wis.; WRMN-FM Elgin, Ill.; WTAX-FM Springfield, Ill.; WTMJ-FM Milwaukee, Wis.; *WILL-FM Urbana, Ill.; *WMBI-FM Chicago, Ill.; WEEK-TV Peoria, Ill.; WEEQ-TV La Salle, Ill.; WISN-TV Milwaukee, Wis.; WSAU-TV Wausau, Wis.; WCCN Neillsville, Wis.; WCMY Ottawa, Ill.; WCNT Centralia, Ill.; WCRW Chicago, Ill.; WEAQ Eau Claire, Wis.; WFIW Fairfield, Ill.; WFRX West Frankfort, Ill.; WGEZ Beloit, Wis.; WIBV Belleville, Ill.; WINI Murphysboro, Ill.; WISM Madison, Wis.; WIZZ Streator, Ill.; WJPG Green Bay, Wis.; WJRL Rockford, Ill.; WPDR Portage Wis.; WRAJ Anna, Ill.; WRAM Monmouth, Ill.; WRRR Rockford, Ill.; WSWW Platteville, Wis.; WTAD Quincy, Ill.; WTAY Robinson, Ill.; WISM-FM Madison, Wis.; WOPA-FM Oak Park, Ill.; WLUK-TV Green Bay, Wis., and WFHR-FM Wisconsin Rapids. Wis.

KHVH-AM-TV, KHJK, Kaiser Hawaiian Village Radio Inc., Kaiser Hawaiian Village Tv Inc., Honolulu, Hilo, Honohina, Lihue, Kauai, Hawaii—Granted assignment of li-

censes and cps to Kaiser Industries Corp.

KSHE(FM), Rudolph Edward Ceries, Crestwood, Mo.—Granted assignment of cp and license to Crestwood Bcstg. Corp.

KOGO-AM-FM-TV, KFSD Inc., San Diego, Calif.—Granted mod. of licenses and cp to change name to KOGO Bcstg. Corp.

WHEC-TV Rochester, N. Y.—Granted mod. of license to change hours of operation from sharing time with WVET-TV to unl.

WGMA Hollywood, Fla.—Granted mod. of license to change studio location and remote control point to Hollywood Beach Hotel, effective upon notification that operation has commenced from new studio location; without prejudice to such further action as commission may deem warranted in light of proceedings in Doc. 14043.

KMMJ Grand Island, Neb.—Granted mod. of license to operate auxiliary trans. by remote control; conditions.

WWIL Fort Lauderdale, Fla.—Granted cp to install old main trans. as auxiliary trans. at main trans. site.

KFYR Bismarck, N. D.—Granted cp to install new trans. and operate trans. by remote control, daytime only.

KEKO Kailua, Hawaii—Granted mod. of cp to change type trans.

KSHA Medford, Ore.—Granted mod. of cp to change type trans.; ant-trans. location; main studio location; and install remote control at main studio location.

KBON Omaha, Neb.—Granted mod. of cp to change type trans.

KLIP Fowler, Calif.—Granted mod. of cp to change ant.-trans. and studio location.

KEPI(FM) Phoenix, Ariz.—Granted mod. of cp to change remote control point.

■ Following stations were granted extensions of completion dates as shown: WION Ionia, Mich., to Feb. 14, 1962; KGON Oregon City, Ore., to June 5, 1962; WCPC Houston, Miss., to March 15, 1962; WATN Watertown, N. Y., to May 14, 1962; KSHA Medford, Ore., to March 30, 1962; KBMO Benson, Minn., to Jan. 2, 1962; KWIZ Santa Ana, Calif., to Jan. 2, 1962; KTIL Tillamook, Ore., to Jan. 2, 1962; WTOD Toledo, Ohio, to April 2, 1962; KBOX Dallas, Tex., to Jan. 2, 1962; KLIP Fowler, Calif., to Feb. 28, 1962; WRJC Mauston, Wis., to Jan. 2, 1962, without prejudice to whatever action commission may take as result of Tomah-Mauston Bcstg. Co. v. FCC Court of Appeals for District of Columbia, Case No. 16,678.

Actions of Nov. 8

KMAK McMahan Bcstg. Co., Fresno, Calif.—Granted assignment of cp and license to R. O. and George T. McMahan and Rebabelle Boswell d/b under same name.

WAEB-FM Allentown, Pa.—Granted license for fm station.

KHFI(FM) Austin, Tex.—Granted license covering change in ERP, ant. height, studio and ant.-trans. location, and make changes in ant.

WATA Boone, N. C.—Granted license covering increase in daytime power and installation of new trans.

WJHO Opelika, Ala.—Granted license covering increase in daytime power and installation of new trans.

■ Granted licenses covering installation of new trans. for following stations: WBIE-FM Marietta, Ga., and WRFS-FM Alexander City, Ala.

KPEN(FM) San Francisco, Calif.—Granted license covering changes in transmitting equipment.

WYFI(FM) Norfolk, Va.—Granted license covering change of ant.-trans. and studio location, type trans. and ant., ERP, ant. height, installation of remote control operation, and make changes in ant. system (type trans. changed).

WEAS (WJIV Inc.) Savannah, Ga.—Granted mod. of license to change name to WEAS Inc.

KWAM (KWEM Inc.) Memphis, Tenn.—Granted mod. of license to change name to KWAM Inc.

WTRP LaGrange, Ga.—Granted cp to replace expired permit which authorized change of ant.-trans. and studio location and changes in ground system.

WVLD Valdosta, Ga.—Granted mod. of cp to change type trans. and extension of completion date to Dec. 15.

KLUV Haynesville, La.—Granted authority to remain silent for period of 15 days.

KCSR Chadron, Neb.—Granted extension of authority to April 1, 1962, to sign-off at 6:00 p.m., MST, except for special events.

WRIM Pahokee, Fla.—Granted authority to Feb. 20, 1962 to remain silent.

Action of Nov. 3

■ Granted request by Gila Bcstg. Co. for

Continued on page 115

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Nov. 16

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,603	51	101	852
FM	882	55	164	179
TV	487[1]	68	83	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Nov. 16

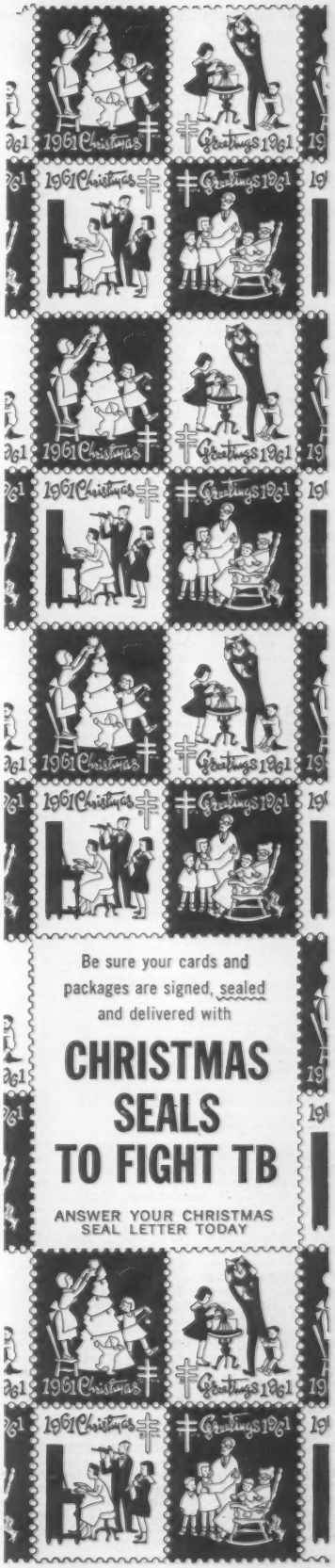
	VHF	UHF	TV
Commercial	468	85	553
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,603	887	487[1]
Cps on air (new stations)	49	41	68
Cps not on air (new stations)	157	185	90
Total authorized stations	3,809	1,113	655
Applications for new stations (not in hearing)	524	99	47
Applications for new stations (in hearing)	171	24	39
Total applications for new stations	696	123	86
Applications for major changes (not in hearing)	508	68	39
Applications for major changes (in hearing)	107	5	13
Total applications for major changes	615	73	52
Licenses deleted	0	0	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.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CHRISTMAS SEALS TO FIGHT TB
ANSWER YOUR CHRISTMAS SEAL LETTER TODAY

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales managers, assistant and station managers, interested in joining expanding Pa., Florida, radio group in administrative capacities—excellent future—send detailed resume to Box 801H, BROADCASTING.

Manager—sales manager strong on sales and promotion. Regional small market—northeast. Box 855H, BROADCASTING.

Station manager for successful Texas kilowatt, single station growing market. Experience in sales, programming, announcing required. Minimum age 35. Salary $6,000.00 plus percentage. Complete resume, references to Box 900H, BROADCASTING.

Sales

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

Florida. $100 week plus 15%. On collected revenue of $500 per week you get $175.00. On $800 per week you get $220.00. On $1500 per week you get $325.00 per week. Territory unlimited so sky's the limit. Competitive medium metro market on east coast. At least 2 years fulltime radio sales experience. No beginners please. Airmail resume to Box 732H, BROADCASTING.

Madison, Wisconsin—Excellent situation and future for right man who likes to sell . . . resume to Box 903H, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Announcers

Southeastern New England "good music" station will have December 1st opening for staff announcer. Starting salary $85. Send resume and tape to Box 680H, BROADCASTING.

Announcer with well-rounded experience for southwest network station. Box 714H, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and performance. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

Opportunity for versatile announcer dedicated to modern radio. Must have good, tight swinging sound. Pennsylvania medium market. Experienced announcers only. Send tape, resume to Box 850H, BROADCASTING.

Announcer, some experience. 90 miles—N.Y.C. Box 878H. BROADCASTING.

Help wanted . . . Announcers. KHAR, Anchorage, Alaska, received many announcer applications two months ago. If you did not hear from us, please re-apply. Your tapes destroyed by fire. We're now rebuilt. Need experienced men.

Help Wanted—(Cont'd)

Announcers

1st phone only, adult personality. Must be ready to settle for Illinois medium market. Prefer applicants from Illinois, Iowa, Minnesota and Missouri. Send details and present air schedule. Starting salary $540 per month. Box 890H, BROADCASTING.

Newsman for local news operation. $110.00 to start, plus travel. KBRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

KHAR, Anchorage, Alaska . . . still building. Experience a must. Non drinkers. Start $700 month. Send tape and full particulars.

Announcer with first phone to live in paradise. Only station in Honolulu suburb. Engineering ability desirable but not vital. Living excellent, all year swimming, sailing, fishing, water skiing. Adult music format. Send photo, tape, salary requirements. K-LEI, Kailua, Hawaii.

Immediate opening—morning man, salesman. Good salary plus commission. We want a permanent man, no floaters. Outstanding one station market. If you have a good voice, personality and enjoy making money . . . air mail tape, brief resume and recent photo to . . . Charles K. Bentz, WADK, Newport, Rhode Island.

Need announcer with experience, for small market station. Experience necessary. Bright sounding on board and news. Able to work with a team. Send photo, tape and resume to WERT, Van Wert, Ohio.

Wanted: Experienced dj for tight format operation. Must be strong on news and able to give a good sell on commercials. We program to adults. No rock and rollers please. Send tapes, resumes and pictures to Bob Bauman, Program Director, WHFB Radio, Benton Harbor, Michigan.

Immediate opening for experienced announcer-newsman. Adult music station at the seashore, one hour from New York. Personal interview. Car essential. Phone Theo Gade, WHTG, Kellogg 1-1410, Asbury Park, New Jersey.

WJOY, Burlington, Vermont has immediate openings for dj-announcer and full time news director. Experience and references a must. Call or write Dean Slack.

Announcer to host night-time good music shows, WKRG, Mobile, Alabama.

New England—immediate opening for music and news man in growing modern operation. Top pay for top man. Only experienced applicants considered. Forward resume, audition to Curt Hahn, program director W-OK-W, Brockton, Massachusetts.

Needed immediately, soft sell dj or announcer-newsman. Some experience required. No tapes returned. WPAC, Patchogue, New York.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV Radio-Television, Savannah, Georgia.

Opening for announcer with first phone. Light maintenance, good working conditions. Contact WSYB, Rutland, Vermont.

Announcer, dj, for good music NBC midwest affiliate . . . must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—(Cont'd)

Announcers

Combo—first phone. Excellent salary. WVOS, Liberty, New York.

Spanish speaking, first radio telephone, no experience necessary, 250 watt, new equipment, beautiful location. Box 1526, Ponce, Puerto Rico

Openings for announcer and continuity director. Write Box 62, Bloomington, Indiana.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 490H, BROADCASTING.

Engineer-announcer wanted for a central Michigan progressive 1 kw station. A combo-man, first phone, no maintenance. Right position for right man. Write Box 899H, BROADCASTING.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

Chief Engineer to take over engineering department of aggressive Muzak Company in Washington, D. C. Must be thoroughly experienced in layout, design and installation of major sound and public address systems. Knowledge of radio and television transmission and receiving facilities helpful, with knowledge of repair and maintenance of Multiplex receiving equipment for background music reception. Please write giving details of background and salary desired. Send snapshot if possible. All replies will be held strictly confidential. Muzak in Washington, 1341 L. St., N.W., Washington, D. C.

Production—Programming, Others

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

Interested in 6-man staff, midwest market, heavy news schedule? Send details, salary requirements, for immediate opening. Box 866H, BROADCASTING.

Experienced newsman, gather, write, broadcast local news. N. Y. state. Box 879H, BROADCASTING.

Good newsman wanted by one of the finest small station operations in USA, located in So. California desert, with the greatest weather around. Captive audience, no newspaper or other radio competition. Over, 25,000 people rely on us as only source for daily news. Want man to take charge news operation. Must be good writer-reporter, as well as air man. Typing as readable to others as to self. Complete data and tape, minimum salary . . . KD-HI, Twentynine Palms, California.

Woman director for 5000 watt university radio station. Prefer home economics broadcasting background and masters degree. Must fill immediately. Salary open—contact Dr. Ken Thomas, KSAC, Manhattan, Kansas.

Immediate opening on staff of award winning news department. Prefer young, aggressive newsman. Only those trained and experienced in radio journalism with a warm, authoritative sound need apply. Top pay and talent. Send complete resume with references and tape to: WCKR, P.O. Box 38M Miami, Florida.

Help Wanted—(Cont'd)

Production—Programming, Others

Radio station WGL, Fort Wayne, Indiana, is seeking commercial copy writer who can also handle promotion and publicity and supervise department. Must be able to write good selling copy, type better than average and naturally should possess creative ability. Excellent opportunity and working conditions. Please do not apply unless you have had some experience and have necessary qualifications. Position open about December 17. Phone or write Bill Hausman, Program Director.

RADIO

SITUATIONS WANTED

Management

Prefer medium market—35—family man. College graduate, first phone—eleven years commercial radio—part two years public relations capacity with agency contacts. Previous managerial experience. Box 807H, BROADCASTING.

Team to take over the operation of your station, new or old. Two couples, experienced in all phases of operation. One manager type familiar with all records and public service requirements and sales and announcing . . . and one salesman chief engineer, announcer with directional antenna experience. Both wives completely acquainted with traffic and copy. Available after Christmas. No drinkers, no smokers. Box 854H, BROADCASTING.

20 years experience management, programming, announcing. Married, desire opportunity to prove my worth to an aggressive organization. Box 862H, BROADCASTING.

Manager—commercial manager. Know all phases. 12 years present employer. Community leader. Want growing organization. A good solid radio man who will operate your station your way. You make policy, I'll make profit. Box 869H, BROADCASTING.

Experience in all phases! Sober—honesty—ambitious. Knows all advertising and promotion media. Merchandising programs. No arm chair manager—12½ years experience. Sell national—regional—local. Desire incentive with stable company. Active in community. Top notch references. Reply Box 870H, BROADCASTING.

Have know how . . . will manage! Small to medium market. Strong sales . . . good copy . . . new ideas. Investment considered. Box 887H, BROADCASTING.

Manager, heavy sales. For small or medium market. Twelve years experience, ten management. Mature, thorough knowledge all phases. Top past employer references. Immediate. Box 895H, BROADCASTING.

Announcers

Negro announcer, dj, tight format, newscaster, mature voice, experienced. Will travel. Box 648H, BROADCASTING.

Top sportscaster looking for sports minded station. Finest of references. Box 720H, BROADCASTING.

DJ, thoroughly trained, board, news. Eager, creative, hard working, cheap. Box 710H, BROADCASTING.

Those who've heard agree—best basketball announcer ever. Request tape and decide for yourself. Presently doing small college sports; desire bigger set-up. 6 years experience. Box 765H, BROADCASTING.

Announcer, dj, fast board, mature voice, experienced, want to settle. Box 799H, BROADCASTING.

DJ, sports, utility, 7 years experience, draft exempt, midwest please. Box 813H, BROADCASTING.

Sports director with 6 years play-by-play ready to move up. Looking for station that carries minor league baseball; and/or college basketball and football. College graduate. Married. Locate anywhere. Box 818H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Newcomer—pleasant voice, single, 19, variety format. Desire small station. Box 839H, BROADCASTING.

Announcer, dj, married, good tight board. will re-locate. Looking to settle down. Box 842H, BROADCASTING.

Station owners; Here's an experienced announcer-engineer-salesman looking for a home. Thirty-five . . . excellent references . . . single . . . draft free . . . available. Box 845H, BROADCASTING.

Mature, experienced, good voice and family man. Desires position at station with happy sound. No top 40. Will relocate anywhere. Box 853H, BROADCASTING.

Western Hemisphere's only almost perfect disc jockey available now . . . California only. Box 856H, BROADCASTING.

Experienced announcer with audience appeal. Young, bright, and strictly a worker. Exciting voice. Play by play on all major sports. TV experience in production. Box 857H, BROADCASTING.

Gimmick happy? DJ turned flagpole sitter. Experience is proof. Boost sales and ratings! Information on request. Box 864H, BROADCASTING.

Announcer with first ticket seeking permanent location strong on news and commercials—married . . . 33 years of age . . . some television experience. References . . . no top 40 please. Box 865H, BROADCASTING.

Ten year man! Would like to settle medium-size market, preferably west coast. Personality with years of experience. McClendon background. Box 863H, BROADCASTING.

Sportscaster. Youthful. Experienced. Sports background. Seeking sports saturated station anywhere. Box 875H, BROADCASTING.

Country disc jockey. Available. Prefer Tennessee or Kentucky. Experienced. Employed. Box 876H, BROADCASTING.

Combo-1st phone, 30, married, college, 10 years experience. No. 1 rating, top 50 market. Quality voice, seeking greater opportunity. Tape and resume on request. Box 881H, BROADCASTING.

Memphis vicinity or farther south. $70.00. 8 years experience. 38. Box 882H, BROADCASTING.

DJ personality—creating shows that sell for 13 years in two top markets. Guarantee top return in money, work and talent for your investment in me. Let's go! Box 884H, BROADCASTING.

Beginning announcer wants part-time work while working for first ticket. Within fifty miles of D. C. Graduate of N.A.O.B. Box 888H, BROADCASTING.

Religious broadcasters: Night shift directional chief combo. Patriotic patter show; profitable, invigorating music, marathon and spots; scriptures (short) researcher, analyzer, sound policy adhered to. South or southwest. $115. Box 893H, BROADCASTING.

Immediately or sooner, young experienced, creative and ambitious announcer. DJ. Box 894H, BROADCASTING.

DJ, newscaster, tight-board, bright sound. Top 40, young and ambitious. Box 897H, BROADCASTING.

1st phone operator single, vet, strong ham & electrical experience, desires return to native mid-south area for permanent position as broadcaster, possibly announcer. Box 898H, BROADCASTING.

Ambitious newsman: Seeks real challenge in radio or tv. Six years experience in midwest radio market. Some newscasting. Strong on local news. 34, married, journalism grad. Box 901H, BROADCASTING.

Newsman-announcer. 20 years experience. 13 years with one station. Some tv. Box 902H, BROADCASTING.

Announcer 26, B.A. college, 1st phone. Currently program director—top 40, 5000 watt. Would like to relocate. Box 904H, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young, single, experienced, baseball play-by-play announcer, desiring to move to class B, A, or higher baseball. College degree and four years experience with baseball, football, basketball and all sports. Available after 15th of December or will stay put until your season opens. Tape and picture history waiting. Write if you want a good baseball man with color and something different in sports play-by-play. Box 906H, BROADCASTING.

If you are looking for a warm and friendly sound for your modern sound station . . . that just happens to have a first class ticket, then I am your man. Chuck Evans, 1020 NW 144th St., Miami, Florida. Phone MU 1-1972.

Seasoned hot format jock currently doing air work and music direction at top station in area, desires step up. Willing to relocate. ME 7-2194, New Bern, N. C.

Country personality announcer, top rated show, excellent copy and production, sales, news, sports. Excellent references. Phone Forest 6-2458, Zephyr, N. Carolina.

DJ—Know and like both c&w and r&r music—need chance to begin radio career. Desires immediate work full or part-time. 24, married, reliable, school graduate. No drifter—strong on news, tight board, money secondary. Prefer south but willing to travel. Clarence Hobbs, 410 Stadium St., Trenton, Tennessee. Phone 1164.

Announcer, 1st phone, no maintenance, $85, no car. BE 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Technical

First phone, married, 1 child, reliable, sober, 29. Military obligation completed. Permanent position. No experience. Willing to work hard. Box 822H, BROADCASTING.

First phone, experienced in am, fm, & tv. Excellent references. Maintenance—primary. Announcing—secondary. Box 871H, BROADCASTING.

Production—Programming, Others

Sports director—radio or television. Now public relations director with professional sports organization—thirteen years play-by-play football, basketball, baseball, all phases of sports—35. Married. First phone will travel for interview. Box 808H. BROADCASTING.

Responsible, competent newsman seeks am/tv position at news minded organization. I can guarantee results. Box 867H, BROADCASTING.

Newsman, experienced major market. Mature, strong local news and beeps. Available December 1st. Box 905H, BROADCASTING.

Experienced program director available to take responsibility for programming station desiring quality, integrity, service and ratings. Fourteen years radio with best references. Don MacKinnon, 14978 Robson, Detroit 27, Michigan.

TELEVISION

Help Wanted—Sales

TV sales experience. We have an opening for you. Draw-commission, no ceiling, profit sharing, insurance and vacation. Write KFBB, Box 1139, Great Falls, Montana.

Announcers

Sports Director for midwest radio-tv combination. Duties call for play-by-play, regular tv sports show and some news work. Send background resume with tape and picture if possible. Box 728H, BROADCASTING.

Technical

Engineer of good character, best technical qualifications for south Texas vhf. Box 715H, BROADCASTING.

Help Wanted—(Cont'd)

Technical

WTOC-am-fm-tv has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours. Box 874H, BROADCASTING.

TV transmitter engineer, first phone license, no experience necessary. Contact Jerry E. Smith, V.P. for Engineering, P.O. Box 840, Corpus Christi, Texas.

Production—Programming, Others

Attractive and unusual opening at full power vhf for qualified girl for several time weekly live studio show along with part time secretarial responsibilities to general manager. Submit immediate resume and photo-include film clips and tape if available. Mrs. Richard, Personnel, KSOO-TV, Sioux Falls, South Dakota.

TELEVISION

SITUATIONS WANTED

Sales

Big profit pack—see Announcers.

Executive type salesman wants to relocate in television or radio. Eight years of solid, successful sales background, including local, regional and national. Sales and management. Best record and references. Midwest market preferred. Box 802H, BROADCASTING.

Want out radio—in tv. 2 years radio sales, experienced news writer. Some radio-tv presentations writing. Box 896H, BROADCASTING.

Announcers

Tv announcer. Solid background, 10 years radio/tv. Professional on-camera, booth. East, midwest. Highest paid present market. Box 885H, BROADCASTING.

Big profit pack—Very successful two man kids show in mid-west. Outstanding 30 min. film with resume. We're out of army with ultra non essential MOS. He's now dj in number 9 market and I'm selling for ad agency in number 10 market. We wish to get back in tv. Thirteen years combined experience including network. TV producing-directing, announcing, news-casting, writing, promotion, technical, sales. Radio dj—top 40 and classical, technical. Box 892H, BROADCASTING.

Seven years radio experience. Desire position in television. Announcing or directing. Have studied theatre. Family. 25. Draft-free. Good references. George Mack, 2305 Trenton, West Monroe, Louisiana. Phone FA 5-0069.

Technical

Technical school graduate desires studio or transmitter and studio position. Experienced in transmitter, studio and maintenance. Box 873H, BROADCASTING.

Production—Programming, Others

Big profit pack—see Announcers.

Six years experience news. Film, camera, production and photography. Box 679H, BROADCASTING.

Experienced woman tv and radio personality available immediately-prefer N.E. Highest references—"on camera" interviews, commercials, special events, model clothing-remotes-write copy. Interested in opportunity. Box 699H, BROADCASTING.

Production manager seeking advancement. Journalism degree. Thoroughly experienced. Married. Veteran. Box 727H, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Film program manager 13 years in one of top 15 markets, major NBC affiliate in southwest. As department head, responsible for film buying, personnel supervisor, administration. Full knowledge all phases radio and tv programming, production, and operations. Single woman, personable, excellent references. Write Box 787H, BROADCASTING.

Film editor, 4 years experience, draft exempt. What do you have to offer? Write P.O. Box 3026, Columbia, South Carolina.

FOR SALE

Equipment

Ampex 601-2 stereo, good condition, private owner. Also, 2-300-2C Ampex. Box 851H, BROADCASTING.

For Sale—(Cont'd)

Equipment

G.E. 3 kw fm transmitter—used approximately 3 years. Excellent buy at $3,000.00. Box 858H, BROADCASTING.

W.E. 639 Cartioid microphone $120.00, Altec 639 Cartioid microphone $150.00, both complete with cords, plugs and saddle mounting. 2 W.E. 111-C repeat coils $18.50 each. COD only. Write Box 889H, BROADCASTING.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) 2 turntable equalizing preamplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space Situations Wanted—(Payment in advance)

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED

☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE

☐ equipment

WANTED TO BUY

☐ stations
☐ equipment

ADDITIONAL CATEGORIES

☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ **Bill**

FOR SALE

Equipment

A used RCA BTA-250L transmitter with crystals for 1450 kc and selected spare parts. We will crate and ship for $750.00 Transportation collect. Call Jay Leibach, chief engineer—WLEC, Sandusky, Ohio. Write P. O. Box 441.

Magnecord stereo professional tape recorder model 728. Used only 25 hours . . . like new . . . original price $835.00 . . sale priced $700.00 fantastic value. Contact Herschell Martin after 3:00 p.m. cst at WSIX in Nashville, Tennessee . . . call or write.

For Sale: Western Electric type number 355-E-1 5 kw am transmitter. Old but still good. Buyer to assume cost dismantling and shipping. Available early 1962. Send your offer to P. O. Box 5007, Denver, Col.

Dictet recorder, 3½ pounds battery-pack. With mike and patch cord. New condition. Was over $300; first $150 takes it. A.P.S., Inc., 6 E. 46th St., New York.

For sale—1947 RCA mobile unit, as is, type TJ50A, with cable reels, equipment table, cabinets, power transformer and voltage regulator—contact Bill Hauser, Chief Engineer, Westinghouse Broadcasting Co., Boston, Mass. Telephone AL 4-5670.

Ampex and Magnecord tape recorders and other recording and audio equipment for sale at best possible prices. Write for list. . . . Fidelity Sound, Inc., P.O. Box 5455, Jacksonville, Florida.

Complete inventory of Ampex, Magnecord & Viking spare parts. Used PT6-JAH's—$150.00 up. Auto-trans $350.00 Gates Radio Company, 2700 Polk, Houston 3, Texas.

Am, fm, tv equipment including monitors. 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

Presto 6-N-three speed, portable case, 112 and 176 O.I. feed screws. 1-C Cutter—excellent condition $400.00. United Radio Supply, Inc., 22 N.W. 9th, Portland, Oregon.

For Sale: Two Blaw-Knox self-supporting towers 444 ft. high. In excellent condition. Presently in place in Denver area. Buyer would assume cost of dismantling and shipping. Available early 1962. What's your offer? P.O. Box 5007, Denver, Colorado.

Auricon Cine-voice camera, latest model, new, complete, $850.00; Bolex titler $150.00; Nilor 16mm processing equipment $140.00; Micro-record 16mm rewind processing equipment $30.00; Astro-Berlin 400mm f/5 lens, Exakta mount, $120.00. Roman Averbeck, 1238 North 12th Street, Quincy, Illinois.

WANTED TO BUY

Equipment

Used UHF transmitter, antenna and associated equipment. Write P.O. Box 1050, Roanoke, Virginia, or telephone DI 2-7980.

Wanted: Used console, turntables and microphones suitable for training students. Write P. O. Box 3132, MSS, Tallahassee, Florida, or call 224-2029.

WANTED TO BUY

Stations

Struggling or profitable radio station, medium size market, in upper midwest with future possibilities. Details confidential. No brokers. Box 852H, BROADCASTING.

Small to medium price range. Prefer New York, Pennsylvania. All considered. Details, strictest confidence. Box 883H, BROADCASTING.

Have 15-20 thousand down payment for best AM available west of Mississippi. Call, write E. H. Dodds, Torrington, Wyoming.

INSTRUCTIONS

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

The May, 1959 issue of the proceedings of The Institute of Radio Engineers—contact John H. DeWitt, President, WSM, Inc., Nashville, Tennessee.

Will swap 250 watt transmitter for new Ampex 300. Call 583-2727, w. THE, Spartanburg, South Carolina.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court. Brooklyn 35, N. Y.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Want old records by bushel, box or pound in good shape. J. E. Thompson, 908 Burns Avenue, Flossmoor, Illinois.

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Management

BROADCAST - MARKETING
CHICAGO AREA

The man we seek has educational background in marketing and experience in radio and TV. He may have bought or sold time or managed a station. He is between 30 and 40 years of age, personable, a good administrator and seeks an opportunity with a solid, nationally known, expanding organization. This is an inside administrative job—not selling. Give full details including salary requirements in first letter to Box 868H, BROADCASTING.

TELEVISION - RADIO EXECUTIVE
Available

Fully qualified, 20 years experience all phases station operation and management. Successful background as station owner, corporate officer, management, sales, programming, production. Combined radio-TV experience. Interested in responsible opportunity in station or allied field. Excellent references. Box 880H, BROADCASTING.

Announcers

$12,500 for
SWING JOCK

Top 40 highly rated in America's top 7. North Eastern station has immediate opening for mature sounding personality D. J. All replies confidential. Tape and resume to:

Box 823H, BROADCASTING

MANAGER WANTED

Indiana 1,000 watt fulltime, city of 100,000, wants a man who is currently employed as manager. Good executive and good salesman (must handle $50,000.00 himself in local billing). Know sales nationally. Must have social wife so couple can fit into community fast. Must know all about running a radio station, handling personnel, FCC rules, etc. Must have good background and lots of radio references. All info confidential. Air mail picture and complete story to *Box 617H, BROADCASTING.* HARD WORKER WHO WANTS TO ADVANCE and MAKE $15,000.00 Plus Now, and $25,000.00 three years from now—APPLY!

Help Wanted—(Cont'd)

Technical

CHIEF ENGINEER

5KW New England Big City Station. Must be excellent creative studio and transmitter engineer. Forward looking mgt. Wonderful future if you know your stuff and are not a "lazybones." Detail experience, references in confidence to:

Box 825H, BROADCASTING

CHIEF ENGINEER

Man needed for 6-Tower Directional and modern complex audio set up. Must be sharp, experienced and understand that overall sound is our most important product. Executive position with executive responsibilities and rewards. Send full information plus salary to manager.

KSTT, Davenport, Iowa

Production—Programming, Others

NEWS DIRECTOR
$10,000 to start

You write, live, breath news. You're a self starter who writes, announces and understands fast paced modern news for top 40 station in large eastern mkt. Write in confidence, tape, resume to:

Box 824H, BROADCASTING

RADIO

Situations Wanted—Management

UNBEATABLE OUTSTANDING HUSBAND AND WIFE MANAGEMENT TEAM

Let us put your station in top notch sales position in your market. Offer combined experience of 39 years in network, national, regional, local selling. Both television and radio experience. Well versed in financial aspects of station operation. Capable of taking complete charge. Excellent opportunity for absentee or group ownership. Best references. Write Box 3276, Grand Central Station, New York 17, New York.

For Best Results You Can't Top A
CLASSIFIED AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Situations Wanted—(Cont'd)

Production—Programming, Others

PROSPECTING?

Here's a goldmine of talent, ideas and energy now being offered to the first progressive music station to offer the best Program Director's opportunity. Draft-exempt, married, 25, no problems except that my present position as deejay at the top station in this market precludes advancement. My employer backs me up. *ALL* offers in *ALL* markets considered. Over 8 years experience in top competitive markets qualifies me for your station's P. D. Call Dave Steere ("Dave Wilde") in St. Louis at WYdown 4-7617 and *STRIKE IT RICH!*

TELEVISION

Help Wanted—Announcers

CONFIDENTIALLY!

Major West Coast station is looking for a personality with an established and successful night-time TV show of his own. Send VTR, KINE or other visuals, along with rating and/or sales history to:

Box 877H, BROADCASTING

EMPLOYMENT SERVICE

DISSATISFIED?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION

Write for application now

WALKER EMPLOYMENT SERVICE

Jimmy Valentine—Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

FOR SALE

Equipment

ATTENTION TV ENGINEERS

Add reliable control circuits to your existing STL. Equipment compatible with RCA diplexers.

Write for Details

MOSELEY ASSOCIATES
4416 Hollister Ave., P. O. Box 3192
Santa Barbara, California

FOR SALE

Stations

WEST COAST MAJOR MARKET

Well known and substantial regional full time facility in one of the Nation's better growth markets. Average annual sales in excess of $500,000 with excellent earnings record. Realistically priced for immediate sale.

Box 574H, BROADCASTING

A class B maximum power FM stereo multiplex radio station in the second largest FM major market—Boston, is for immediate sale. Presently with national and local sales billing.

Population over 3,500,000.

All brand new RCA and H. H. Scott broadcasting stereo equipment. Excellent coverage. Will sacrifice with terms at $75,000—30% down. Priced for immediate sale.

Box 702H, BROADCASTING

HAWAII

Cash sales in excess of $10,000 monthly. Priced at about one and one-half times annual gross with terms available to buyer with good background.

Box 840H, BROADCASTING

NEW YORK STATE
Major Market Daytimer
$175,000 Exec. Terms
Box 908H, BROADCASTING

Calif	single	power	100M	29%
La	small	daytimer	40M	terms
Ky	small	fulltime	85M	30dn
Fla	medium	fulltime	175M	29%
NY	medium	daytimer	120M	terms
SE	metro	fulltime	350M	terms
Gulf	metro	daytimer	150M	29%
Fla	major	rated FM	65M	10dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

For Sale—(Cont'd)

Stations

MAJOR NORTHEAST MARKET
DAYTIMER
Excellent growth opportunity—$25,000 down. Box 891H, BROADCASTING.

SAN FRANCISCO
Class B—FM station.
Box 907H, BROADCASTING

ROCKY MOUNTAIN
Profitable single market DT KW, Application 5 KW mild weather, big game, fishing, scenic, $50,000 terms.
Box 872H, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

Southwest medium TV-Radio $305,000—Texas single regional money-maker, one of the nicest physical plants and best equipped single market station in country $145,000 with only $32,500 down, 15 yrs. on balance—Texas metro regional, over $52,000 cash flow profit 1960, $250,000—Southern major profitable fulltime regional $365,000—Louisiana single, growing market $40,000—Florida major power $237,000—Texas single, exceptionally well equipped and excellent plant, good city, good area, $59,750—Texas medium fulltimer, making money, lots equipment top condition. $160,000—Okla. single, profitable, terrific area. $100,000—Louisiana single $26,950—We have what you want, or we will get it for you!
PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

EAST. Top market. Daytimer. $112,000. Terms.
SOUTH. Top market. Full time. Profitable. Asking $350,000. 29% down.
WEST. Exclusive. Full time. Doing $30,000. Asking $50,000. Terms possible.
FLORIDA. Fine daytimer. Asking $125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

Continued from page 109

authority to stations KCKY Coolidge, KCLF Clifton, KGLU Safford, KVNC Winslow, KZOW and KWJB-FM Globe, all Arizona, to remain silent through June 30, 1962, or until final commission action on pending renewal and assignment applications of these stations in Docs. 13598 et al.

Rulemakings

PETITIONS FILED

Sec. 3.606: Steuer Broadcasting Co., KHQL (TV) Sterling, Colo. (11-3-61)—Requests re-allocation of ch. 3 from Sterling, Colo., to Cheyenne, Wyo. Ann. Nov. 9.

Sec. 3.265(b), Sec. 3.274(b) (2): Samuel Miller and Mark E. Fields, counsel for number of fm broadcast stations (fm broadcast stations not specified) (11-7-61)—Requests amendment of Sec. 3.265(b) and Sec. 3.274(b)(2) of rules so as to eliminate distinctions made therein between stations operating with trans. of 10 kw or less and those stations using trans. of higher power output. Ann. Nov. 9.

Short-term renewal

■ Commission granted 15-month renewal of license to March 1, 1963, to Santa Rosa Bcstg. Inc. for its am station WSRA Milton, Ga. In so doing, commission sent licensee letter which referred to KORD memorandum opinion and order and stated in part: "Applying these same principles to your record, the commission is of the view that your performance falls short of the degree of responsibility which the commission has a right to expect of its licensees. Accordingly, the commission is unable to find that the public interest would be served by a regular three-year grant of the instant application. However, the commission has also considered your proposal to increase the time of WSRA to be devoted to the following types of programs: agricultural, 2%; educational, 1%; discussion, 2%; and talks, 3%. In view of these representations the commission has granted your application for a 15-month term ending at 3 a.m., March 1, 1963."

Comrs. Hyde and Craven dissented to letter. Action Nov. 15.

■ FCC public notice of Nov. 8, regarding 15-month license renewal for WBRO Waynesboro, Ga., should have shown renewal as extending to March 1, 1963, instead of June 1, 1962, as previously reported.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Dec. 20, 1961, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on below list or with any other application on file by close of business on Dec. 19, 1961, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Dec. 19, 1961, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(f) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Nov. 14.

Applications from top of processing line:

BP-6315 NEW Greenwich, Conn.—Greenwich Bcstg. Corp. Req: 1490kc, 250w, unl.

BP-10295 KAFY Bakersfield, Calif.—Tullis & Hearne. Has: 550kc, 1kw, DA-1, unl., Req: 550kc, 1kw, DA-N, unl.

BP-12056 KWJJ Portland, Ore.—Rodney F. Johnson. Has: 1080kc, 10kw, DA-2, unl., Req: 1080kc, 10kw, 50kw-LS, DA-2, unl.

BP-12314 NEW Garden City, Mich.—Livonia Bcstg. Co. Req: 1090kc, 250w, DA-1, unl.

BP-12563 NEW Mayaguez, P. R.—WPRA Inc. Req: 990kc, 1kw, unl.

BP-14018 NEW Edina, Minn.—Edina Corp. Req: 1080kc, 10kw, DA-1, unl.

BP-14225 WGEM Quincy, Ill.—Quincy Bcstg. Co. Has: 1440kc, 1kw, DA-2, unl., Req: 1440kc, 1kw, 5kw-LS, DA-2, unl.

BP-14250 NEW Tucson, Ariz.—Maryvale Bcstg. Co. Req: 1090kc, 500w, DA-1, unl.

BP-14381 WHHM Memphis, Tenn.—Thomas W. Shipp. Has: 1340kc, 250w, unl., Req: 1340kc, 250w, 1kw-LS, unl.

BP-14382 KTW Seattle, Wash.—First Presbyterian Church of Seattle. Has lic: 1250kc, 1kw, Day, S-KWSC, Has cp: 1250kc, 1kw, 5kw-LS, unl., S-KWSC, Req: 1250kc, 5 kw, unl., S-KWSC.

BP-14388 KSPT Sandpoint, Idaho—Bauer Bcstg. Co. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14389 NEW Maple Shade, N. J.—Charles Shapiro. Req: 1510kc, 500w, DA, D.

BP-14393 WEXL Royal Oak, Mich.—Sparks Bcstg. Co. Has: 1340kc, 250w, unl., Req: 1340kc, 250w, 1kw-LS, DA-D, unl.

BP-14394 KYVA Gallup, N. M.—Radio Station KYVA. Has: 1230kc, 250w, unl., Req: 1230kc, 250w, 1kw-LS, unl.

BP-14396 WLEW Bad Axe, Mich.—Thumb Bcstg. Co. Has: 1340kc, 250w, unl., Req: 1340kc, 250w, 1kw-LS, DA-D, unl.

BP-14399 KGRO Gresham, Ore.—Gresham Bcstg. Co. Has: 1230kc, 100w, 250w-LS, unl., Req: 1230kc, 250w, 1kw-LS, unl.

BP-14400 WVEC Hampton, Va.—Peninsula Radio Corp. Has: 1490kc, 250w, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14402 NEW Waynesboro, Va.—Jesse J. Goodman. Req: 1600kc, 5kw, D.

BP-14403 NEW Myrtle Beach, S. C.—Grand Strand Bcstg. Co. Req: 950kc, 500w, DA, D.

BP-14404 NEW Buena Vista, Va.—Jesse J. Goodman. Req: 1590kc, 1kw, D.

BP-14406 NEW La Mesa, Calif.—Helix Bcstg. Co. Req: 1520kc, 500w, 1kw-LS, DA-2, unl.

BP-14407 WTCM Traverse City, Mich.—Midwestern Bcstg. Co. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14408 NEW Belpre, Ohio—Tri-City Bcstg. Co. Req: 910kc, 1kw, D.

BP-14409 WEZY Cocoa, Fla.—WEZY Inc. Has: 1350kc, 1kw, 500w-LS, DA-N, unl., Req: 1350kc, 1kw, DA-N, unl.

BP-14410 NEW Austell, Ga.—Five Cities Bcstg. Inc. Req: 1520kc, 1kw, 500w(CH), D.

BP-14412 KOVC Valley City, N. D.—KOVC Inc. Has: 1490kc, 250w, unl., Req: 1490kc, 250w, 1kw-LS, unl.

BP-14417 NEW Fayetteville, N. C.—Fran-Mack Bcstg. Inc. Req: 1450kc, 250w, unl.

BP-14418 NEW Pittsburg, Tex.—Center Bcstg. Inc. Req: 1510kc, 1kw, 500w (CH), D.

BP-14419 NEW Columbus, Neb.—The City & Farm Bcstg. Incorporation. Req: 1510kc, 500w, D.

BP-14421 NEW Paragould, Ark.—Greene County Bcstg. Co. Req: 1440kc, 500w, D.

BP-14423 KRUS Ruston, La.—Ruston Bcstg. Co. Has: 1490kc, 250w, unl. Req. 1490kc, 250w, 500w-LS, unl.

BP-14425 NEW Milton-Freewater, Ore.—Myron J. Kilburg. Req: 1370kc, 500w, D.

BP-14427 NEW Camden, Ark.—Camden Community Bcstrs. Req: 1420kc, 1kw, D.

BP-14434 NEW Tullahoma, Tenn.—Queen City Radio Station. Req: 1540kc, 500w, D.

BP-14435 WMBH Joplin, Mo.—Radio Joplin Inc. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-14442 NEW San Antonio, Tex.—D & E Bcstg. Co. Req: 1540kc, 1kw, D.

BP-14443 WFPG Atlantic City, N. J.—Eastern Bcstg. Co. Has: 1450kc, 250w, unl., Req: 1450kc, 250w, 1kw-LS, unl.

BP-14451 KIJV Huron, S. D.—James Valley Bcstg. Co. Has: 1340kc, 250w, unl., Req: 1340kc, 250w, 1kw-LS, unl.

BP-14453 NEW Hinton, W. Va.—David B. Jordan. Req: 1380kc, 1kw D.

BP-14458 NEW Lewiston Orchards, Idaho—Robert O. Edwards. Req: 1480kc, 1kw, D.

BP-14459 WTHE Spartanburg, S. C.—Spartanburg Bcstg. Co. Has: 1400kc, 250w, unl., Req: 1400kc, 250w, 1kw-LS, unl.

BP-14460 NEW Clarkston, Wash.—Clarkston Bcstrs. Req: 1480kc, 1kw, D.

BP-14461 NEW Spring Valley, N. Y.—Rockland Radio Corp. Req: 1300kc, 500w, DA, D.

BP-14462 NEW Spring Valley, N. Y.—Rockland Bcstrs Inc. Req: 1300kc, 1kw, DA, D.

BP-14463 WJEF Grand Rapids, Mich.—Amalgamated Properties Inc. Has: 1230kc, 250w, 500w-LS, unl., Req: 1230kc, 250w, 1kw-LS, unl.

BP-14469 WJLK Asbury Park, N. J.—Asbury Park Press Inc. Has: 1310kc, 250w, unl., Req: 1310kc, 250w, 1kw-LS, DA-D, unl.

BP-14470 WATN Watertown, N. Y.—Watertown Bcstg. Corp. Has: 1240kc, 250w, unl., Req: 1240kc, 250w, 1kw-LS, unl.

BP-14472 NEW Spring Valley, N. Y.—R-C Bcstg. Co. Req: 1300kc, 1kw, DA, D.

BP-14475 NEW Buffalo, Minn.—Wright County Bcstg. Co. Req: 1360kc, 500w, D.

BP-14476 WHPB Belton, S. C.—Community Bcstg. Inc. Has: 1390kc, 500w, D., Req: 1390kc, 1kw, D.

TOP FLIGHT

Somebody up there likes us. In fact — 10,000 somebodies in top jobs where the Decision Gets Made. TELEVISION'S soaring subscription figures prove it. Just the other day we received 25 new subscriptions from *one* major advertising agency which was buying them for its clients. Things like this happen again and again. ▪ Of course, we edit TELEVISION for a particular audience — the executive who has the time and interest to read articles which probe *below* the surface of topical news. ▪ TELEVISION is distinguished by thoughtful writing and fine illustration set in a handsome format. No wonder the number of advertisers scheduling TELEVISION is on the rise.

TELEVISION

OUR RESPECTS to Elmer Lee Fondren, manager and sales director, KLZ Denver

Broadcasting doesn't suit the narrow-gauged mind

While Lee Fondren was still a high school student in Wichita Falls, Texas, he submitted a comedy routine to one of his favorite radio programs, *The Eary Birds,* on WFFA Dallas. He got no pay for his unsolicited script, but it and other Fondren material was used on the show with name credit and this fact, after his graduation in 1933, landed Lee a paying job as writer-comedian on the Texas State Network. His scripts also started him on a career in radio broadcasting that has continued for more than a quarter-century. In that time, Lee has held down just about every job apart from an engineering task a radio station can offer. Rung by rung he has climbed the ladder of executive status until today, at 45, he is station manager and director of sales for KLZ Denver.

Radio has been Lee's business life exclusively for all those years (except for a World War II period of military duty) and as far as he is concerned it's going to go on like that. But it would be wrong to assume from his devotion to radio that Lee has a one-track mind and a narrow-gauge view of the world.

In addition to Lee Fondren, broadcaster, there's Lee Fondren, apostle of advertising, whose provocative "Advertising—1980" address has been delivered to more than 35 ad clubs, chambers of commerce and other such assemblies in the past two years, and is now being used as class material in the journalism courses of such universities as Missouri, Colorado and Houston.

Ad Club Work ▪ Lee's extra-curricular work in advertising has won him successively the posts of president of the Advertising Club of Denver, governor of the five-state ninth district of Advertising Federation of America, with its 138 member clubs in cities from Denver to New York, and two terms as national vice president of AFA. Last June he was elected president of the Advertising Assn. of the West for 1961-62, and is now spearheading a movement to unite AFA and AAW, comprising 44 clubs from Denver to Hawaii, into a single national organization, better equipped to educate the general public and its elected officials in the whys and wherefores of advertising.

Lee is convinced that such education is vitally necessary to prevent a wave of anti-advertising legislation at both the state and national levels that could well destroy advertising and with it the American way of life.

In recognition of his labors, both the Denver Ad Club and the AFA ninth district have honored Lee as their advertising "Man of the Year for 1961", and AFA has awarded him a special medallion for "outstanding service to advertising."

There is also Lee Fondren, civic-minded citizen of Denver, now serving his third term as chairman of the market promotion committee of the Denver Chamber of Commerce, committee chairman of the Denver Assn. of Manufacturers' Representatives, past president and life-time board member of the Lions Club. He is a board member of the Denver Emmanuel Methodist Church and serves on the denomination's National Television, Radio & Film Commission. He has also been on the board of the Denver chapter of the Society for Crippled Children and Adults. For eight years he conducted courses in practical broadcasting at the Colorado Women's College.

Early History ▪ Elmer Lee Fondren (whose first name was dropped many years ago) was born Dec. 13, 1915, in Sherman, Texas. Some 17 years later, upon graduation from high school in Wichita Falls, Lee was writing and performing in a comedy show that KGKO of that city fed to the Texas State Network. When KGNC Amarillo went on the air the end of 1934, Lee was hired to develop a morning show, but it flopped and he turned to announcing and writing commercial continuity.

In 1936, KGNC's commercial manager, Mike Hollander, moved to KPDN Pampa, Texas, taking Lee with him. Later that year, they made another move, to KGGM Albuquerque, where Lee started as a copywriter and announcer, later became program director and assistant station manager. At KGGM, Lee also was active in station promotion and merchandising. He staged kid shows in theatres, emceed bank nights and spelling bees, did street broadcasts and created such a stir that he caught the attention of a CBS executive who recommended him to Hugh B. Terry, who was moving to Denver as manager of KLZ.

Elmer Lee Fondren
Advertising protects our way of life

Lee joined him there April 1, 1941, to set up a promotion department, fully intending to switch to the sales side as soon as possible. But World War II intervened and after Army duty in New Guinea, Philippines and Australia, Lee returned to KLZ in 1946 as promotion manager.

A Change to Sales ▪ A year later, however, he was made national sales manager and in 1955 was promoted to general sales manager, responsible for both national and local sales. In 1957, Lee was appointed to his present position of station manager and director of sales of KLZ. He is part of a four-man management team in charge of operating KLZ and KLZ-TV headed by Mr. Terry, president and general manager of the stations, now owned by Time Inc. The team also includes Jack Tipton, station manager and director of sales for KLZ-TV, and Paul Blue, assistant to Mr. Terry.

Lee's background behind the mike and in promotion and publicity helps him considerably in his present position, he asserts. As a saleman, he was one of the first to "sell by ear," carrying the "KLZ sound" to buyers on out-size transcription discs before that welcome day when the job could be done more easily on tape. He believes that KLZ's almost unique volume of nighttime program sales is largely due to the practice of selling programming instead of availabilities. His associates point out that "you have to have programs before you can sell them" and credit Lee with a large hand in developing as well as selling such popular programs as *Denver at Night* and *Party Line,* both pioneers in the use of the beep-phone method of audience participation.

With all his business and community activities, Lee Fondren manages to find time to spend with his family, frequently around the regulation-size pool table where he plays with his wife (neé Dorothy Kinsell of Albuquerque) and their daughters, Debra, 13, and Sheila, 11, whom Lee calls "the youngest female pool sharks in Colorado." Son Greg, 6, is waiting for the day when he too can pick up his cue and join in the fun.

Local is vocal

THE FCC's release of official figures on radio revenue a few days ago calls attention to a phenomenon which has become so familiar there is danger of its being overlooked—national spot and local time sales once more hit a new high.

This has happened every year, but one, since 1937.

As everyone knows, the problem in radio since television's full impact was first felt in 1949 has been in network sales, an area which has declined steadily.

National spot has increased from $23 million in 1937 to $199 million in the year just past, but the momentum has slowed somewhat in the past 10 years. The 1960 total was not quite double the 1949 figure of $108.3 million.

Local radio has been the star. Not only has it hit a new high in 22 of the past 23 years but the total volume in 1960 of $385.3 million was more than 12 times the $32.6 million which was the total in far-off 1937. Since 1949 the increase was well over 100%, a pace much faster than that of spot. The only year local business dropped was 1954 and the decline then was eight-tenths of 1% as compared with spot's drop of 8.2% and network's 15% decline.

Perhaps national buyers might profit from a look at radio's prosperity on the local level. Local merchants who buy radio operate on limited budgets and must, of necessity, expect tangible results. The fact that they are turning to radio in increasing numbers proves how effective radio is and has always been.

Over the years local radio has proved it has the secret ingredient—it knows how to make the cash register ring.

Fog in Wall Street

NO newspaper's management is more enlightened than that of the *Wall Street Journal,* so it was especially shocking to hear that the *Journal's* president, Bernard Kilgore, had come to the foggy conclusion that the First Amendment applies only to journalism instruments that were invented before the Bill of Rights was passed.

As reported here last week, Mr. Kilgore, in a speech, said the First Amendment does not apply to radio and television. He based his judgment on approximately this syllogism: Radio and television are licensed by the government. Newspapers were once licensed too and, while licensed, did not enjoy freedom. Therefore, as long as radio and television are licensed, they are excluded from the protection of the First Amendment which guarantees freedom of the press.

Mr. Kilgore ignored the difference in the conditions that first applied in the licensing of newspapers and licensing of broadcast stations.

Newspaper licensing was invented by European governments (and exported to the American colonies by British rulers) for the primary purpose of controlling the editorial contents of the press.

Broadcast licensing was created by the American government for the technological purpose of keeping stations from interfering with one another. In original concept, the broadcast licensing law was the exact antithesis of the old press licensing laws. The broadcast law specifically prohibited the government from exercising any form of censorship.

If the FCC has strayed, as indeed it now is straying, into forbidden regions of broadcast control, it is doing so by clever evasion of the law under which it operates. We must agree with Mr. Kilgore that the First Amendment has at times been buffeted by muddled interpretations. His, it seems to us, is the most muddled of all.

Achtung!

WEST GERMANY, a late comer in world television, has discovered the answer to its uhf-vhf allocations problem—and without benefit of legislation making an all-channel receiver mandatory.

Our European correspondent reports that tuners for uhf are now standard with all new German sets. This came in the wake of the establishment of an all-uhf network to compete with the original vhf network. Now there are plans for the inauguration of a third network service—uhf—a year hence and this has given new impetus to the trend toward all-band receivers. Vhf-only sets, our correspondent reports, "are selling at greatly reduced prices in a temporarily fallen market."

Of course the German situation is not directly comparable with that in the United States. West Germany, a relatively compact area, does not have our geographical coverage problem. Only 30 uhf transmitters are needed to cover the nation. Moreover, it is even more limited in vhf allocations than we since it must share the band with other European nations.

Nevertheless the analogy fits to a degree. Our manufacturers are loath to turn out all-band receivers because of the higher cost and because they fear the competition of manufacturers who would merchandise vhf-only sets. Congress seems wary of passing FCC proposed legislation to make illegal shipment of vhf-only sets in interstate commerce because of questions of constitutionality and of interference with free enterprise.

Here it is the hen-and-egg story. Uhf broadcasters say they cannot live without all-channel receivers. Manufacturers say they cannot earn a fair return in the briskly competitive market unless there first are the uhf stations to stimulate set demand.

German allocations are intermixed—with the uhfs operating in competition with the single vhf in each market. The answer in the United States is, and for the foreseeable future will be, mixed vhf-uhf markets. If uhf programming attractive to the public is available, the demand for all-channel receivers—even at higher prices—will be stimulated. And manufacturers will heed the call of the consumer dollar here just as West German manufacturers heeded the call of the deutschmark.

Drawn for BROADCASTING by Sid Hix

"How about his giving this place a good cleaning between takes?"

"So Real on RCA TV Tape that Food Advertisers Buy on Sight!"

...SAYS EARL MORELAND, MANAGER, WMCT-TV, MEMPHIS

"The clarity of RCA Tape commercials has been a big factor in selling time to local and regional food advertisers. Through RCA Tape, WMCT has secured increased schedules and new business. Advertisers can produce commercials on tape faster and more economically than on film. And once they see how real their productions look on RCA Tape, they buy it on sight. We are already producing over 50 commercials a month—and we've just started.

"From an engineering standpoint, the RCA recorder was selected because: 1) RCA produces equipment geared to broadcast requirements, using parts familiar to television engineers; 2) The machine is designed for ease of service; 3) Based on many years' dealings, the station felt confident that professional assistance from RCA would be readily available should the need arise."

For information on the finest quality TV Tape Recorder, call your RCA Broadcast Representative, or write to RCA, Broadcast and Television Equipment, Dept. BC-22, Building 15-5, Camden, N. J.

RCA®

The Most Trusted Name in Television